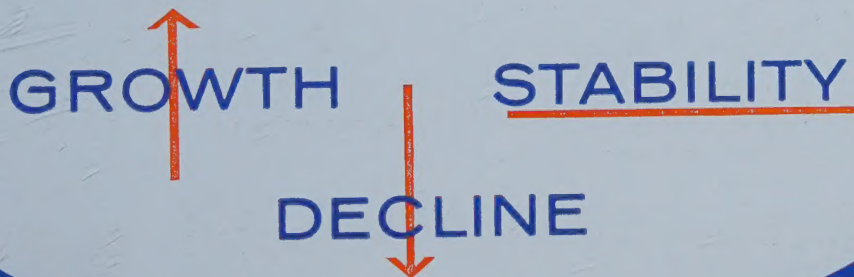


# WHAT'S AHEAD FOR 100 CHICAGO INDUSTRIES?

Page 17



## COMING — BIG GAINS IN FARM PRODUCTIVITY

Page 20

## HOW TO SAVE ON UNEMPLOYMENT COMPENSATION TAXES

Page 15

Chicago Association of Commerce and Industry Photo and News Coverage — Page 42





an exceptional advertising opportunity for forward-thinking organizations who will contribute to and share in the brilliant future of Chicago and its ever-increasing sphere of influence

## CHICAGO UNLIMITED-this is the midwest, volume v

presents a panoramic view of tomorrow

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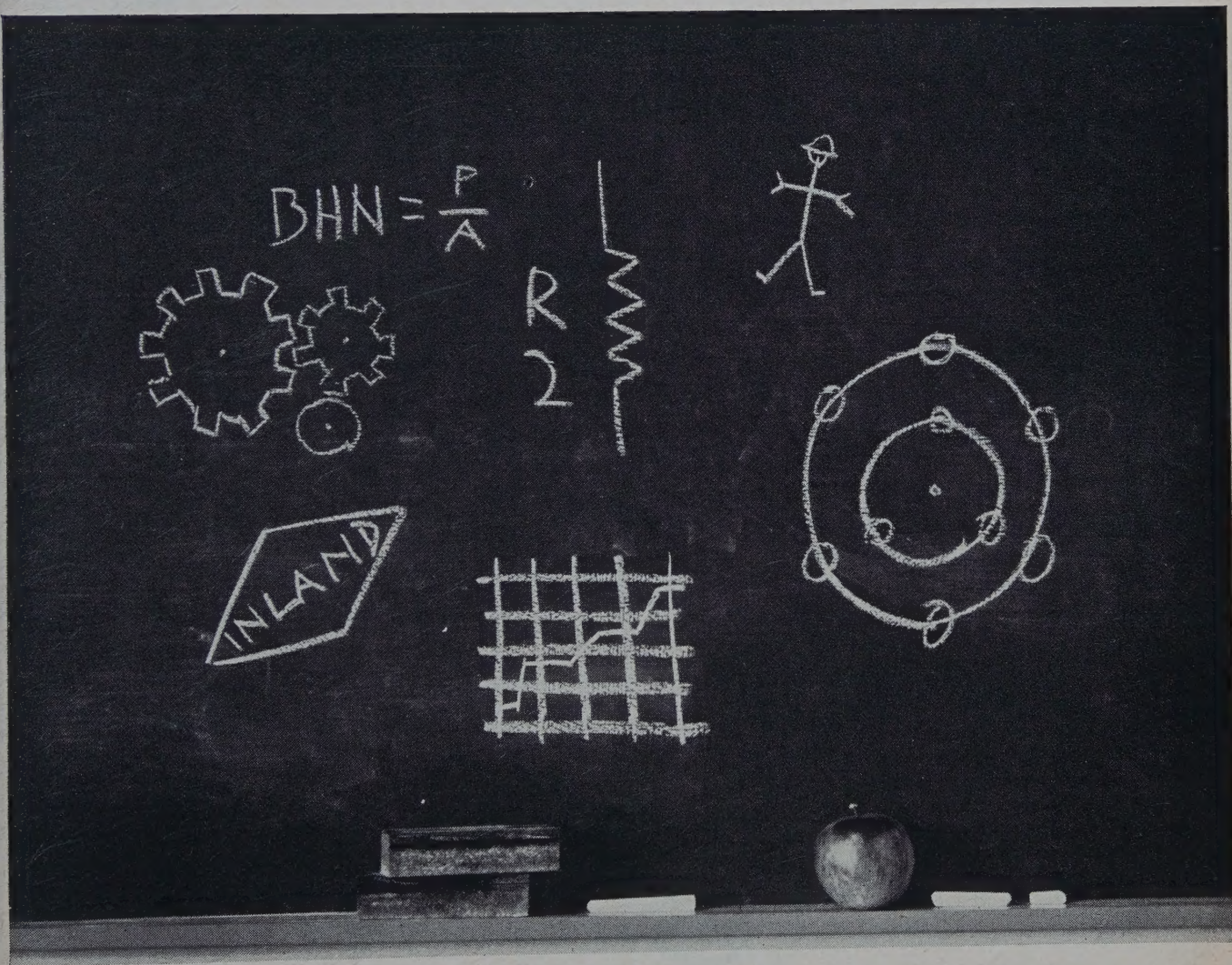
# 14,089 Inland employees went to school last year

Many went because they were enthusiastic about their jobs—inspired by the advancement opportunities at Inland. Others went because Inland, ever on the watch for men capable of developing their abilities, sought them out—found them—encouraged them to take the next step.

At Inland, this thoughtfully planned system of seeking for such men within the company, has now been in continuous operation for more than fifteen years. Because of it, more than 70% of Inland's supervisory staff have come up from the ranks—30% more from Inland's College Recruitment Program. Because the system encourages personal growth, the process never stops. It may begin with on-the-job training programs in which 3,842 employees participated last year. It can continue through Inland's programs in conjunction with leading educational institutions, such as Harvard, Purdue, University of Chicago and Wabash College.

With literally thousands of Inland men building their own futures, a new kind of climate is created—a climate in which men find real satisfactions in their work and the products of their labor. It results, we believe, in a growth-minded organization—a company dedicated to ever better service and products for every Inland Customer.

*Building Today, with an Eye to Tomorrow*



## INLAND STEEL COMPANY

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JOSEPH T. RYERSON & SON, INC.  
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INLAND LIME & STONE COMPANY\* *\*Division*



# How telephone planning helps you sell homes



It gives you a feature to offer that people are looking for — concealed wiring and convenient outlets all through the house. And home buyers are quick to realize how easily this lets them add color extension phones when and where they want, without drilling into walls.

This new selling feature is inexpensive to have installed—if you do it while you're building.

If you call during your planning stages, we can help you include telephone planning in your blueprints. We'll be happy to work right along with you. In Chicago, call RAndolph 7-3351. Outside Chicago call your Bell Telephone Business Office.

ILLINOIS BELL



TELEPHONE



This is the symbol home-buyers are looking for



# Commerce

CHICAGOLAND  
**VOICE**  
OF BUSINESS

Volume 56 • Number 10 • November, 1959

## In This Issue

Since the expanded St. Lawrence Seaway was first projected, speculation and guesswork has been rife concerning its probable effects on the economy and growth of the Chicago area. Charles Willson summarizes the findings of the first factual and objective study of the subject in an article beginning on page 15.

\* \* \*

A good unemployment compensation cost control program can result in sizable tax savings. So says Preston Peden in his account of the effects of the recently revised Illinois Unemployment Compensation law. Peden offers a basic cost control program and some suggestions for detecting cheating on the part of former employees, beginning on page 17.

\* \* \*

A revolution in farming methods, leading to greater agricultural productivity is reported on page 20 by two of America's best known agricultural writers. John Strohm is past president of the American Agricultural Editors Association; President of Agricultural Publishers, Inc., Milwaukee; Readers' Digest Contributing Editor and a traveller in 70 counties, noted especially for his reports from behind the iron and bamboo curtains. Lee Schwanz is Executive Vice President of Agricultural Publishers and formerly an editor for Country Gentleman.

\* \* \*

Large scale studies of the incidence of heart disease in men on the job have been undertaken in several major industries. On page 22 A. Pope Lancaster, Vice President, Western Electric Company, describes the study being made in his organization, which typifies this new and fruitful research approach.

## Contents

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**Published since 1904 . . . by the Chicago Association of Commerce and Industry • 30 West Monroe St., Chicago 3, Ill. • FRanklin 2-7700**

Alan Sturdy, Editor

Walter Beverly Dean, Associate Editor

Gordon Rice, Advertising Manager

Published monthly by The Chicago Association of Commerce and Industry, with offices at James and North Cook Streets, Barrington, Ill., and 30 West Monroe Street, Chicago 3, Ill. Subscription rates: domestic \$3.50 a year; three years \$7.50; foreign \$4.50 a year; single copies 35 cents. Reentered as second class matter June 2, 1948, at the Post Office at Barrington, Ill., under the act of March 3, 1879. Copyright 1959 by the Chicago Association of Commerce and Industry. Reprint permission on request. Executive and Editorial Offices: 30 West Monroe St., Chicago, Telephone Franklin 2-7700. Neither Commerce nor The Chicago Association of Commerce and Industry sponsors or is committed to the views expressed by authors. Cover design copyrighted.

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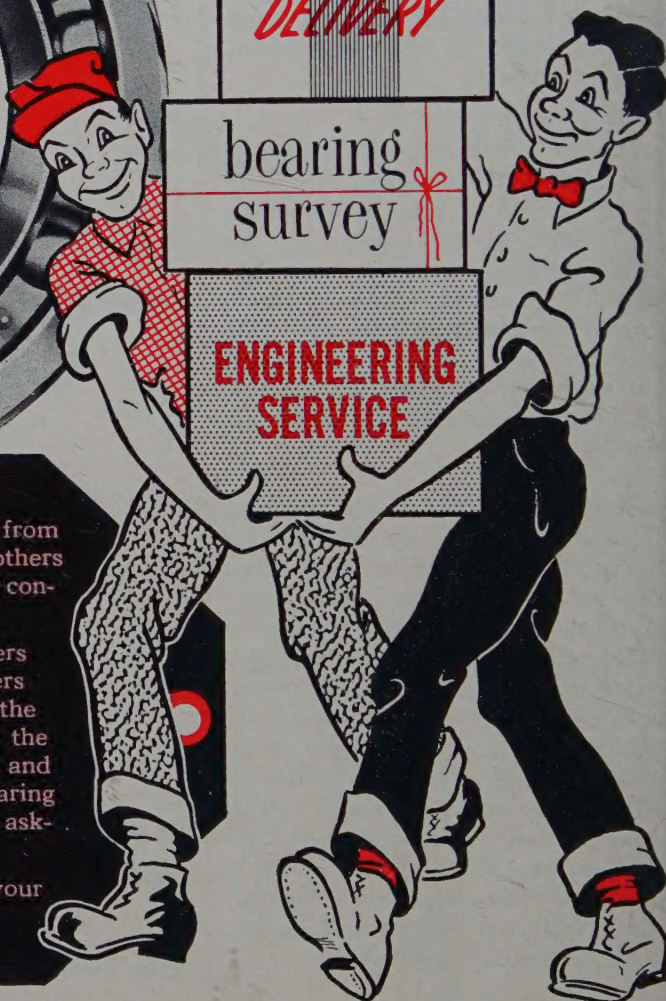
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BRANDS

*all types  
all sizes*

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SERVICE



**W**hen you can get more for your bearing dollars from one source of supply than you can get from others --it will certainly pay you to buy where your money consistently brings the greatest returns.

It is the policy of this company to give customers bearings--PLUS. For example, from large stocks orders are filled immediately. Boulevard Delivery gets the bearings where they're needed--fast. Consequently, the customer can reduce his inventory, cut down-time, and save money. In addition, technical assistance, a bearing survey, and engineering service, too, are his for the asking. And--all for the price of the bearings!

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Thomas H. Coulter



Dear Member:

Only four months ago, these words appeared on this page: "The end is the beginning". This country's most successful International Trade Fair has physically closed its doors...But it has opened wide the doors of the Midwest to all the world.

Prophecy...or wishful thinking?

Consider what has developed and what has appeared on the horizon in the past few months.

An all-time high for overseas traffic moving through the Port of Chicago during the first eight months of any year was reported for 1959 by William W. Huggett...President of the North Pier Terminal Company and the Association's Harbors and Waterways Committee Chairman. Huggett said that the increase of 158.5 per cent in exports and imports...excluding grain...confirms the most optimistic tonnage forecasts. Exports were up 164.6 per cent and imports rose to 152.9 per cent over 1958.

Elsewhere in this issue you'll find some observations about the "World Trade Dilemma" presently developing and the new challenge to Chicago business.

Read Charles Willson's summary of the completely factual and objective survey just completed on the Impact of the St. Lawrence Seaway Upon Industry on page 15...showing tremendous benefits in store for the Metropolitan Area far outstripping the prospects for any other Great Lakes City...If Chicagoans seize their opportunities.

Your Association is moving ahead to help them to do so. Two representatives of the 1960 International Fair are currently abroad...in the Orient and in the Middle East...meeting with new enthusiasm about trade with Chicago and Mid America. A bigger and better Fair seems assured for next year...leading to even greater two-way trade opportunities for Chicago.

A second World Marketing Conference as a feature of the 1960 Fair has been in the making since the closing day of the first Conference...The annual World Trade Conference March 9 and 10, 1960...promises to be the biggest and most successful yet...and on December 7 the second Canadian-American Trade and Industry Conference will be held in Hotel Sherman. The latter event helps strengthen business relationships between Chicago and the area's best customer...Canada...which in turn sells more to Chicago and Illinois than to any other city or state.

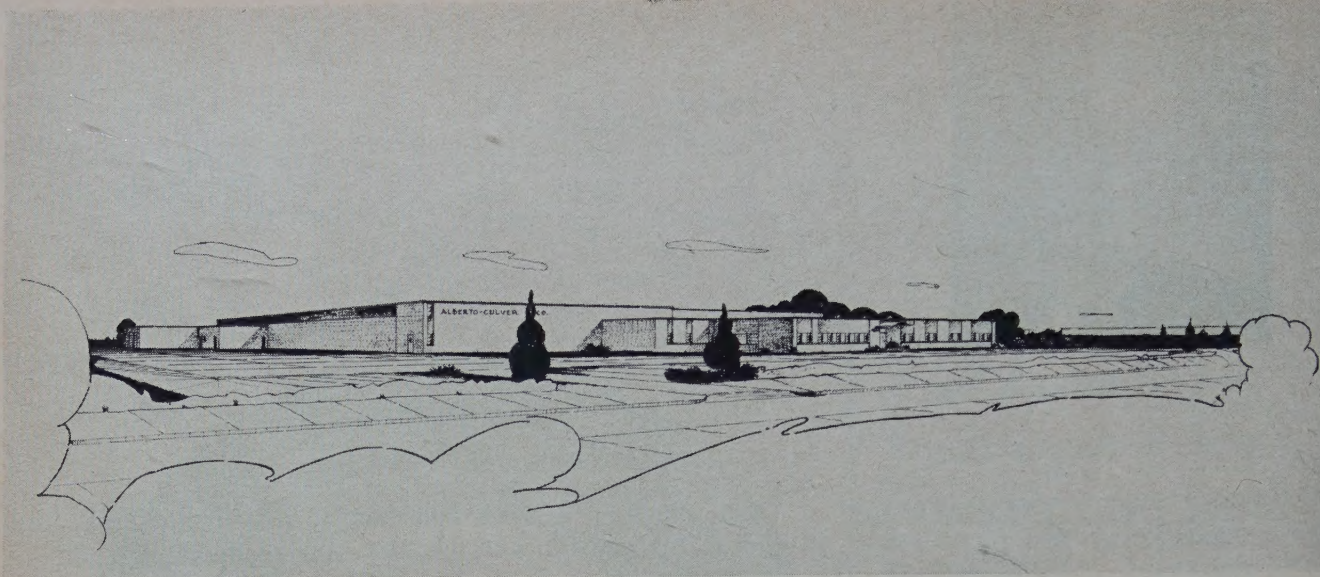
The Port of Chicago seems destined to be even more successful than the forecasts as the area it serves strengthens its position in world trade through both exports and imports. Vital to the growth and success of the port and foreign trade are the networks of railroads, truck lines and air services which make Chicago the greatest distribution center in the world.

Sincerely,

*Thomas H. Coulter*

Chief Executive Officer, The Chicago Association of Commerce and Industry





Rendering of new plant now under construction for Alberto-Culver Co.

## MODERN PLANTS IN MODERN DISTRICTS...

Clearing Industrial District, Inc. always owns neighborhoods rather than individual sites. It gives this industrial location firm the necessary control toward developing a modern industrial district that will stay modern and streamlined. There is never the penalty incurred in picking a site among mixed occupancies.

planned to contain factories which are clean, economical, flexible, with plenty of daylight and fresh air — and consequently attractive.

Each district is planned for growing industries to prosper.

If you are thinking about a modern site and plant for your company, the four Clearing-operated manufacturing districts in the Chicago area will interest you (two more, the Montrose District, and Addison-Kedzie District have been sold out).

All have "A Clearing Development" stamp on them; this means that they are

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

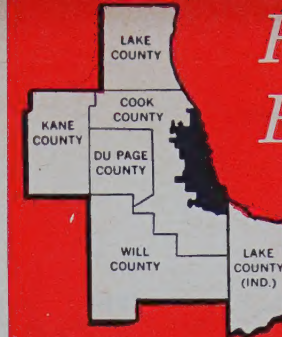
For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago," or call RAndolph 6-0135.

## CLEARING INDUSTRIAL DISTRICT, Inc.

FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS





**T**HE Index of Industrial Production, reflecting industrial activity in the Chicago Metropolitan Area, stood at 129.0 (1947-49=100) in September. Despite the steel strike, the index was seven per cent over September 1958, and 20 per cent ahead of last year on a nine month basis. Only 90,200 short tons of steel were produced in September in the area, due to the steel strike. This represents about three per cent of capacity. Steel production for the first nine months amounted to 13,388,400

tons, which was 16 per cent more steel than was produced during the comparable period last year. Basic steel imported by water from overseas dropped to 18,573 tons in September from an August figure of 27,803 tons.

Electric power production in September dipped slightly to 1,784,000,000 KWH, but remained 12 per cent above last year's production for the first nine months.

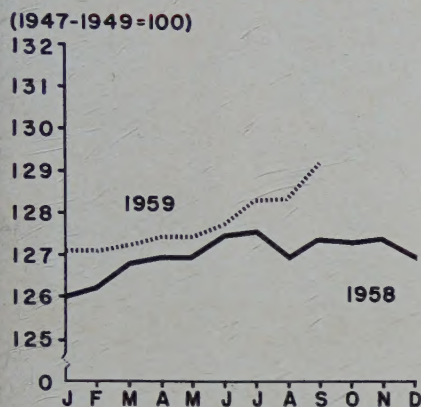
Department store sales in the Chicago area in September stood at 122 on a seasonally adjusted basis (1947-49=100) which was 2.5 per cent above sales in September 1958. Department store inventories increased to an index figure of 144 on a seasonally adjusted basis, the highest point since November 1957 when it stood at 145.

The number of new passenger car sales reached 28,940 in September, higher than any month during the past 2½ years. For the first nine months this year, 233,844 new passenger cars were sold in the Metropolitan Area, 41.5 per cent ahead of the comparable period in 1958.

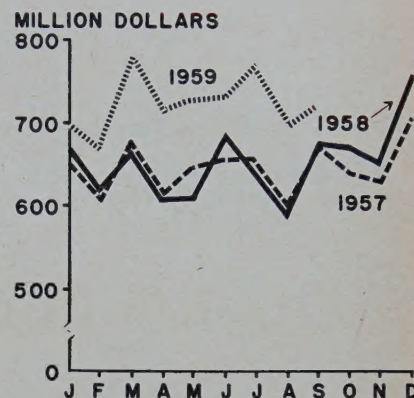
Unemployment dipped from 160,

000 in August to 130,000 in September despite the steel strike. This decline may be accounted for by

### CONSUMER PRICE INDEX Monthly Average



### BANK DEBITS



### POPULATION AND GENERAL GROWTH TRENDS:

	Sept.	1959 Aug.	July	1958 Sept.	9/59 vs 9/58 % Change	Cumulative — 9 Months 1959	% Change From 1958
Population—Chicago (000) Estimated	3,798.3	3,796.4	3,794.4	3,774.8	+ 0.6	LM 3,798.3	+ 0.6
—Metr. Area (000) Estimated	6,662.9	6,651.4	6,639.5	6,523.3	+ 2.2	LM 6,662.9	+ 2.2
Recorded Births:							
—Chicago	8,508	8,462	8,757	8,558	— 0.6	T 72,797	+ 1.4
—Metr. Area (5 Ill. Counties)	13,299	13,221	13,434	13,328	— 0.2	T 113,243	+ 2.1
Recorded Deaths:							
—Chicago	2,996	3,235	3,043	2,903	+ 3.2	T 29,353	0.0
—Metr. Area (5 Ill. Counties)	4,602	4,892	4,614	4,388	+ 4.9	T 44,154	+ 0.2
Marriage Licenses (Cook County)	4,050	4,560	3,585	3,798	+ 6.6	T 32,126	+ 2.3
Total Water Pumpage:							
—Chicago Water (000,000 Gal.)	35,616	37,643	35,572	32,932	+ 8.2	T 288,747	+ 3.8
No. of Main Tel. in Service (Ill. Bell) (000)							
—Business Telephones	319.5	318.2	317.4	308.9	+ 3.4	LM 319.2	+ 3.3
—Residential Telephones	1,652.7	1,647.6	1,645.0	1,603.2	+ 3.1	LM 1,652.7	+ 3.1

### INDUSTRY:

Index of Ind. Prod. (1947-49=100)	129.0p	130.2	137.8	120.4	7.1p	A 133.8	+20.2
Steel Production (000 Tons)	90.2	91.3	1,008.7	1,516.9	—94.1	T 13,388	+16.1
Petroleum Refining (Jan. 1957=100)		86.7	85.7	90.4		Ax 97.8	+ 4.9
Ind. Gas Consumed—Chgo. (000 Therms)	13,192	11,990	13,677	13,286	— 0.7	T 145,964	+16.6
Electric Power Prod. (000,000 K.W.H.)	1,784	1,964	1,852	1,696	+ 5.2	T 16,917	+11.9
Dressed Meat Und. Fed. Insp. (1953=100)	63.6	57.0	60.1	90.3	—29.6	A 73.4	—11.6

### TRADE:

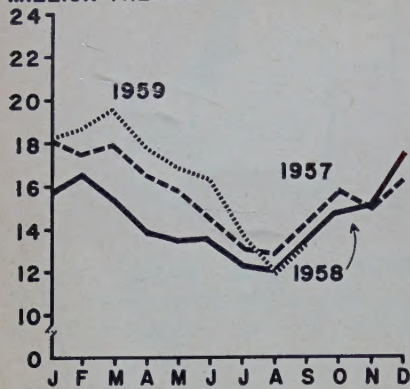
Dept. Store Indexes (1947-49=100)							
—Sales, Unadjusted	123	111	100	120	+ 2.5	A 109	+ 3.6
—Sales, Seas. Adjusted	122	127	129	119	+ 2.5	A 122	+ 3.6
—Inventories, Unadjusted	146	136	131	140	+ 4.3	A 132	+ 1.5
—Inventories, Seas. Adjusted	144	141	139	139	+ 3.6	A 135	+ 1.2
Retailer's Occupation Tax Collections (Municipal Tax Excluded) (000)							
—Chicago Metr. Area (5 Ill. Counties)		\$ 21,951	\$ 13,477	\$ 14,428		Tx \$135,549	+ 6.9
—Chicago		\$ 13,337	\$ 8,499	\$ 9,015		Tx \$ 85,674	+ 4.9
Consumer Price Index (1947-49=100)							
All Items—Chicago	~ 129.2	128.3	128.3	127.4	+ 1.4	A 127.7	+ 0.6
New Passenger Car Sales—No. Cars (R. L. Polk)	28,940	23,125	27,315	13,592	+112.9	T 233,844	+41.5
Steel Imports—Waterborne (sh. tons)	18,573	27,803	37,459	N.A.	N.A.	N.A.	N.A.
Total Waterborne Imports (sh. tons)	40,044	65,427	41,645	26,251	+52.5	T 261,592	+129.8
Total Waterborne Exports (sh. tons)	55,219	59,175	66,642	16,775	+229.2	T 270,222	+175.7

T=Total of 9 months. Tx=Total of 8 months. A=Average of 9 months. Ax=Average of 8 months. LM=Latest month. p=Preliminary. N.A.=Not Available. \*Total gainfully employed—approx. 3,000,000 workers. \*\*Indicates residential vacancy rate.



## INDUSTRIAL GAS CONSUMED

MILLION THERMS

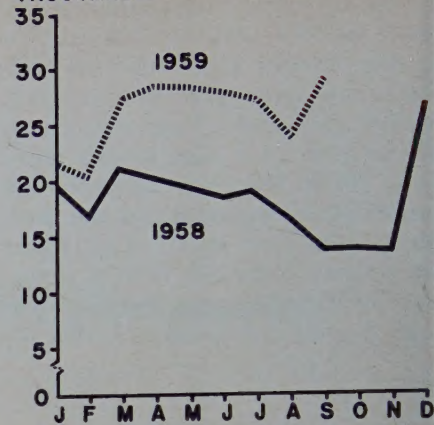


students returning to school, and to the expansion in certain industries, and higher government employment.

Chicago Area apartment construction was up in September with 1,164 permits being issued during the month. This figure represents the highest total for September since 1955 and almost double last September's 645 units. The 10,292 apartment units recorded for the first nine months this year exceeds the comparable period for last year by 64 per cent. Industrial plant investment totaled \$231,791,000 for the first nine months of 1959, an increase of 60 per cent over last year.

## NEW PASSENGER CAR SALES

THOUSANDS



### EMPLOYMENT AND PAYROLLS:\*

Non-Agric. Wage and Salary Workers—								
Number (000)	N.A.	N.A.	2,530.9	2,503.1	N.A.	N.A.	N.A.	N.A.
—Manufacturing (000)	N.A.	N.A.	960.4	930.2	N.A.	N.A.	N.A.	N.A.
—Non-Manufacturing (000)	N.A.	N.A.	1,570.5	1,572.9	N.A.	N.A.	N.A.	N.A.
Total Unemp. (Est. Mid Month) (000)	130	160	155	200	-35.0	A	168	-22.4
(Cook, DuPage Cos., Ill., Lake Co., Ind.)								
Insured Unemployment Cook and								
DuPage Counties (000)	33,162	36,560	38,016	71,543	-53.6	A	52,645	-41.0
Families on Relief (Cook Co.)	39,779	40,345	39,139	26,024	+52.9	A	38,248	+40.5

### CONSTRUCTION AND REAL ESTATE:

All Building Permits—Chicago	2,677	3,077	2,823	2,676	0.0	T	22,321	+ 2.2
—Cost (000)	34,811	39,112	22,421	20,312	+71.4	T	\$228,914	-25.8
Dwelling Units Auth. by Bldg. Permits	4,084	3,598	5,511	3,789	+ 7.8	T	39,985	+40.1
—Single Family Units (Number)	2,920	2,847	4,472	3,144	- 7.1	T	29,693	+33.2
—Apartment Units (Number)	1,164	751	1,039	645	+80.5	T	10,292	+64.3
Construction Contracts Awarded								
—All Contracts (000)		\$157,107	\$166,341	\$119,831	—	Tx	1,038,893	+15.4
—Non-Residential Contracts (000)		\$ 55,130	\$ 46,707	\$ 31,198	—	Tx	323,405	- 2.6
—Commercial Contracts (000)		\$ 13,116	\$ 22,449	\$ 8,162	—	Tx	100,073	+ 2.0
Vacant Industrial Bldgs. (1954-55=100)	81.3	89.6	92.5	86.9	- 6.4	A	92.0	+11.1
Idle Electric Meters (% of All Meters)**	1.98	1.95	1.95					
Industrial Plant Investment (000)	\$ 21,290	\$ 12,142	\$107,997	\$ 17,269	+23.3	T	\$231,791	+59.5
Construction Cost Index (1913=100)	654	655	644	631	+ 3.6	A	640.0	+ 2.6
Structures Demolished—City of Chgo.	489	651	299	225	+117.3	T	261.0	+104.5
Real Estate Transfers—Cook County	7,119	6,891	8,085	5,443	+30.8	T	57,912	+28.4
—Stated Consideration (000)	\$ 4,327	\$ 3,850	\$ 2,683	\$ 3,501	+23.6	T	\$ 31,996	- 7.1

### FINANCE:

Fed. Res. Member Banks in Chicago								
—Demand Deposits (000,000)	\$ 4,243	\$ 4,236	\$ 4,307	N.A.	N.A.	N.A.	N.A.	N.A.
—Time Deposits (000,000)	\$ 1,844	\$ 1,850	\$ 1,856	N.A.	N.A.	N.A.	N.A.	N.A.
—Loans Outstanding (000,000)	\$ 4,267	\$ 4,216	\$ 4,136	N.A.	N.A.	N.A.	N.A.	N.A.
—Commer. and Ind. Loans (000,000)	\$ 2,585	\$ 2,531	\$ 2,459	N.A.	N.A.	N.A.	N.A.	N.A.
Bank Debits—Daily Average (000)	\$715,586	\$693,696	\$773,876	\$676,327	+ 5.8	A	\$721,301	+12.9
Chicago Bank Clearings (000,000)	\$ 5,267	\$ 5,583	\$ 5,958	\$ 5,074	+ 3.8	T	\$ 48,843	+12.2
Insured Sav. & Loan Assoc.—Cook Co.								
—Savings Receipts (000,000)	110.8	114.9	174.6	100.7	+10.0	T	\$ 1,203.3	+14.8
—Withdrawals (000,000)	89.6	101.7	191.5	75.3	+19.0	T	\$ 912.1	+22.4
—Mortgage Loans Orig. (000,000)	80.4	102.9	112.3	93.0	-13.5	T	\$ 880.1	+33.6
Business Failures—Chicago								
—No. of Failures	23	25	29	26	-11.5	T	246	- 2.0
—Total Liabilities (000)	\$ 1,025	\$ 852	\$ 2,338	\$ 1,255	-18.3	T	\$ 16,109	-13.7
Midwest Stock Exchange Transactions:								
—No. of Shares Traded (000)	2,506	2,311	3,052	2,750	- 8.9	T	25,988	+31.8
—Market Value (000)	\$103,942	\$ 95,305	\$129,958	\$101,930	+ 2.0	T	\$1,065,926	+53.2

### TRANSPORTATION:

Carloads of Rev. Frt. Originated	89,428	84,416	106,470	106,468	-16.0%	T	995,194	N.A.
Express Shipments: Rail	729,736	651,874	654,392	792,637	- 7.9	T	6,408,096	- 2.4
Air	92,030	84,840	80,105	76,262	+20.7	T	740,507	+18.8
Natural Gas Dlv'd. by Pipe Line								
(000,000 Cu. Ft.)	27,269	28,340	28,163	24,885	+ 9.6	T	262,871	+14.9
Freight Originated by Common Carrier								
Intercity Trucks—(Jan. 1958=100)		120.0	122.9	111.6		A		
Air Passengers: Arrivals	546,980	561,772	533,297	466,848	+17.2	T	4,382,196	+10.0
Departures	566,660	570,222	541,868	479,777	+18.1	T	4,451,092	+ 9.1
Chicago Transit Authority Passengers:								
—Surface Division (000)	35,175	33,837	35,506	35,335	- 0.5	T	322,674	+ 1.5
—Rapid Transit Division (000)	9,028	8,798	9,394	8,560	+ 5.5	T	83,938	+ 6.7
Air Mail Originated (000 Pounds)	2,892	2,764	2,851	1,457	+98.5	T	21,777	+65.2
Barge Line Freight Orig.—Tons	175,930	155,100	222,250	386,810	-54.5	T	2,234,097	-15.9

T=Total of 9 months. Tx=Total of 8 months. A=Average of 9 months. Ax=Average of 8 months. LM=Latest month. p=Preliminary. N.A.=Not Available. \*Total gainfully employed—approx. 3,000,000 workers. \*\*Indicates residential vacancy rate.





## How diversity increased these pensioners' incomes

In the beginning of 1951, Company X brought its retirement fund to The First National Bank of Chicago for supervision. The fund was made up of a solid block of bonds, \$150,000 worth, and the yield was 2.5%. The men from Company X were worried—their business was expanding rapidly, but their fund was not, and yet the future security of their employees demanded a plan that was sound while still within the company's means.

Here in our Trust Department, we took a clue from the growth of X Company itself. The entire national

economy gave indications of spiraling. So it seemed logical that any kind of fund, to keep pace in the years ahead, must take part in the growth of many companies whose fortunes were on the rise.

We suggested that Company X diversify its portfolio. They agreed. By October of the same year, with one-quarter of the fund now in common stocks, the yield was up to 3.5%.

Company X, a well-managed firm in a growing field, has prospered, and its deposits in the fund have grown accordingly. The fund now totals \$6,000,000. The portfolio is still

built around a hard core of bonds, but the diversification has allowed it to realize over \$600,000 in income and \$500,000 in increased value of the securities. This, in turn, has helped the company raise its benefits to the workers at a minimal cost to itself—a happy circumstance for all concerned.

So if you have—or contemplate having—a pension fund or a profit-sharing plan, and you can use our kind of service, bring your problem to The First National Bank of Chicago. The men in our Trust Department are ready to serve you.

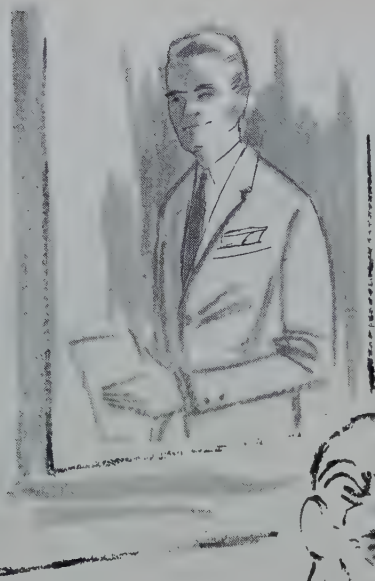


The Trust Department  
**The First National Bank of Chicago**

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



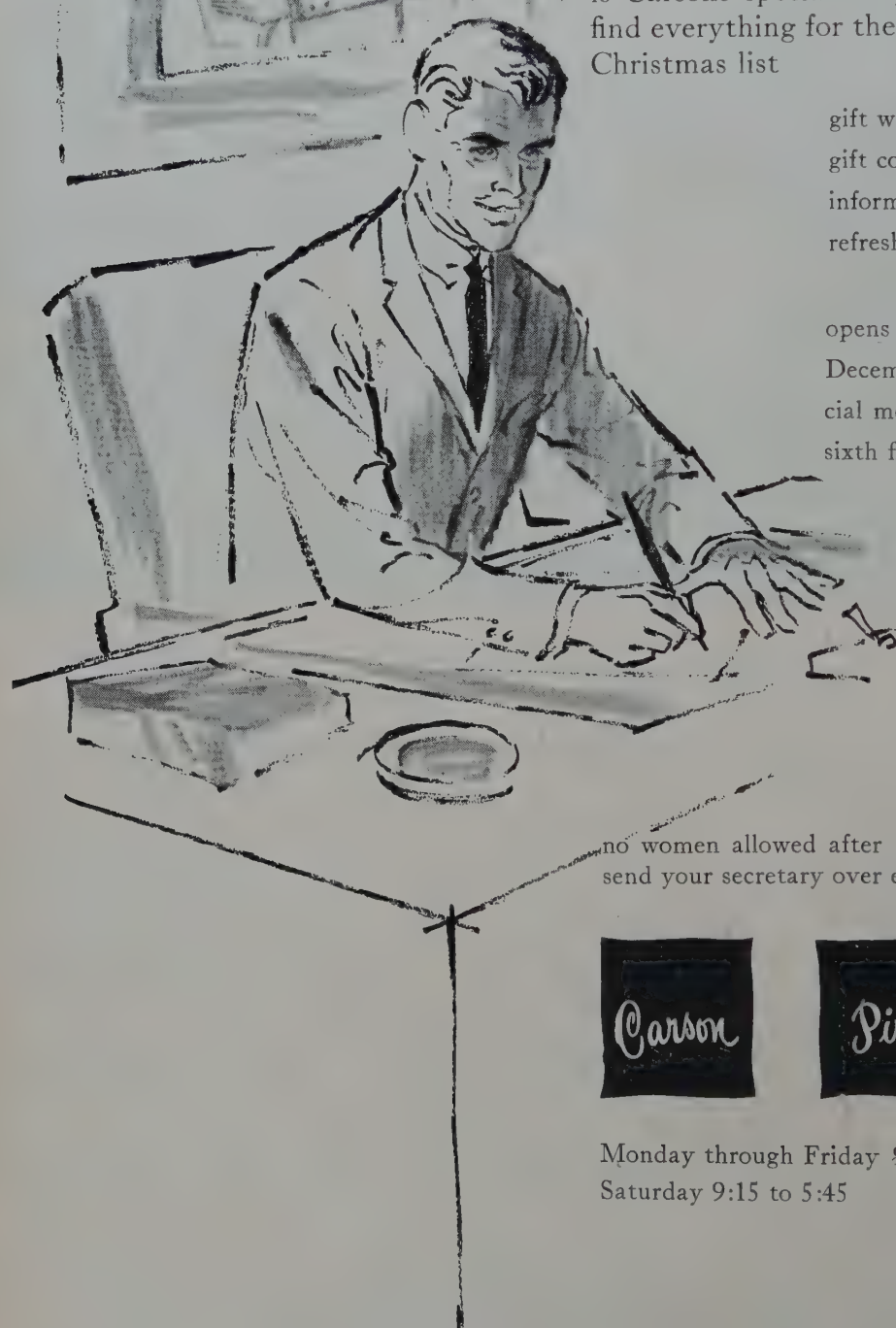


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gift counselors  
informal modeling  
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opens for Christmas shopping  
December 2—just take the special men's store elevator to the sixth floor, wabash



no women allowed after 11 in the morning... so send your secretary over early!

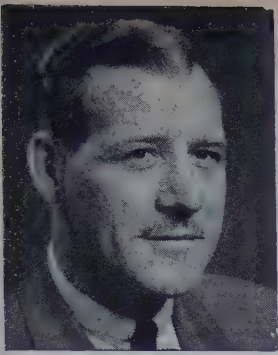
Carson

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Scott & Co

Monday through Friday 9:15 to 8:30  
Saturday 9:15 to 5:45





## **Collective Bargaining At Crossroads**

After 116 strikebound days the smoke is again beginning to pour from the chimneys of the nation's vast steel industry. No one, however, can breathe a real sigh of relief. The disputants have not settled their differences by collective bargaining and so far as anyone knows, the mills are back in production for only 80-days under a Taft-Hartley injunction.

During that interval labor and management may come to an agreement. It is to be fervently hoped that they will. But even if they do, the fundamental problem which this longest of all steel strikes has brought more sharply into focus than any of the five that preceded it in the last decade will still remain. The unsolved problem is how to protect the public interest and still preserve the rights of collective bargaining.

The fact finding and injunction procedure of the Taft-Hartley Act has been used 14 times prior to its employment in the current steel impasse. The act has been helpful in some instances but it has very serious shortcomings. First, its effect is in fact to deny by government intervention and injunction the workers' right to strike. Second, it provides only a brief respite and a strike may then be resumed. Thus, the public is given no absolute protection against strikes which ultimately could shut down the whole economy.

Some observers have suggested that arbitration is the solution. Arbitration, if backed up by sufficiently strong public opinion, undoubtedly could end strikes. But by its very nature arbitration is compulsive and completely negates the philosophy of collective bargaining. In addition, where machinery is regularly set up to arbitrate or mediate, the tendency is for labor to get the best offer possible from employers, and then automatically take the dispute to arbitration or mediation in the knowledge that it can't get less and may get more.

A second proposal is that the size and scope of the bargaining unit representing labor should be limited. For example, that the employes of one company be permitted to bargain collectively and strike against that company but that industrywide strikes be outlawed. This proposal is anathema to labor and might not be too popular with all managements. But it would have these advantages. It would protect the public interest against total shutdowns in basic industries, restore some measure of competition between the employes of various companies and exert pressure on a struck company to reach agreement with its workers because its customers would be going elsewhere during the strike. Finally, striking employes and their leaders would know that they could not force

exorbitant cost increases on their employer without damaging his competitive position and therefore endangering their own employment.

Secretary of Labor Mitchell has said that if the steel strike is resumed on January 26 the administration will ask Congress to act. This is not enough. Congress should act in the coming session no matter what the outcome is in the steel deadlock. Surely no additional evidence is needed to prove that our present conception of collective bargaining is unworkable. So long as it remains unrestricted, the country will live under the threat of national emergencies because of strikes in such basic industries as steel, coal and transportation.

The public is entitled to the protection that reasonable restrictions on the scope of bargaining units would bring. And labor should accept them. There is no more reason for monopoly pricing of labor than monopoly pricing of products. And collective bargaining on a more restricted basis would be true collective bargaining, free of the need for government intervention and the coercive use of the injunction.

## **Where's Natick?**

A campaign is under way to move the Quartermaster Food and Container Institute for the Armed Forces from Chicago to Natick, Mass. The Quartermaster Subsistence School, forerunner of the institute, was established here in 1921. Two factors dictated its location. One, proximity to the food procurement operation of the Quartermaster Corps. Two, proximity to research facilities of nearby universities and the food and packaging industries.

These reasons are just as cogent today as they were in 1921. Chicago is the undisputed center of the nation's food industry. It is also the center of the container and packaging industry. Both of these industries maintain their principal research activities here and these are complemented by the almost unlimited research and technical facilities of Chicago's universities and libraries. This area also has an abundance of technical personnel.

Against these incomparable advantages, it is hard to envision what Natick, Mass., has to offer unless it be some powerful influence in high places.

Until it is demonstrated that equal advantages are available in Natick, or elsewhere, the institute should remain in Chicago for the benefit of both the Quartermaster Corps and the U. S. taxpayer.

*Alan Study*



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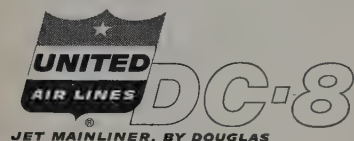
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#### • Floor for Wage Negotiations?

—Wage increases becoming effective in 1960 under contracts now in force will average just under eight cents an hour, according to a survey by the Bureau of National Affairs, Inc. These increases in many areas will establish a settlement “floor” in next year’s wage negotiations.

The Bureau points out that many contracts calling for deferred wage increases also contain escalator clauses. The total 1960 increase under such agreements may thus be several cents greater than the amount of the deferred increase.

Industries with substantial numbers of increases greater than 10 cents an hour are construction, trucking, wholesale and retail trade. Smallest increases are found in aircraft, apparel, automobiles, paper, textiles and services.

#### • Foreign Banking Expanded—

Completion of the St. Lawrence Seaway and the growing significance of Chicago as a world port and world trade center have brought about rapid expansion of the foreign banking activities of the LaSalle National Bank, according to Harold Meidell, President. Meidell announced that Max L. Baughman, vice president, has been named head of the bank’s international division. Baughman, appointed vice president in 1956, has been with the bank since 1953.

• **Philanthropy Gains**—Despite the decline in purchasing power of the dollar since 1950 to 83.3 cents, total giving to American philanthropy has continued to increase both in 1950 dollars and in constant dollars, according to the American Association of Fund Raising Counsel, Inc. While the dollar has been devalued by 16.7 per cent, philanthropy has increased 41.6 per cent since 1950.

• **Laughs for Free**—Precision Equipment Co. has published a pocket

sized “Laugh Book” of particular value to those who make public addresses or luncheon speeches. It is available without charge to those writing the company at 4411F Ravenswood avenue, Chicago 40.

#### • Green Grass in December—

Hydroponics, Inc., Indianapolis, Ind., has announced production of a weatherproof unit for growing fresh green grass the year around without use of soil. The “Green Feeds” unit is designed to provide livestock producers and dairymen with green feed throughout the year at a cost of \$8 to \$10 per ton. Units produce 400 to 500 pounds of grass daily from 50 pounds of any sproutable cereal grain, such as oats, maize, milo, barley or corn.

#### • Plan New Supermarkets—

Eagle Food Centers have announced plans for seven new supermarkets in 1960 in Des Plaines, Elmhurst, Rolling Meadows, Highland Park, East Moline in Illinois and in Cedar Rapids and Davenport, Iowa. Eagle presently operates 30 markets, two of which are in the Chicago area.

#### • Children’s Memorial Expands—

Plans for a major \$5½ million development program to provide a five-story building for expansion and modernization of existing services have been announced by Children’s Memorial Hospital. Hughston M. McBain, hospital president and retired Chairman of the Board of Marshall Field & Company, said that this marks the first time in its 76 year history that the hospital, one of the nation’s outstanding pediatric institutions, has gone to the general public for financial help. Fifty-two per cent of all care given to children was free of expense to patients last year. Free care amounted to more than \$1 million, approximately twice

(Continued on page 34)





# How a businessman can be in umpteen places at once

*(Some helpful hints on splitting a personality, from Hubert, the Harris Lion)*

"Let's face it—there's only *one* of you, and only 24 hours in your day. You simply can't be everywhere you'd like to be, doing everything you'd like to do.

"What's the answer? More assistants? That's mighty expensive. And the right ones aren't easy to find. Run the risk of spreading your time too thin? You can't afford *that*, either.

"Then consider this: many of Chicago's (and the nation's) leading businessmen have found an alter ego in the Harris Bank.

"Our officers are experienced in many financial fields. And our approach to your problem will be a uniquely personal one. In fact, our people immerse them-

selves in the problems of our customers to such an extent (when that's what's wanted, of course) that they become living, breathing, active counterparts of you. That's why, no matter which of our officers is assigned to supervise your account, his name is Alter Ego.

"He and the Harris specialize in helping busy businessmen be in umpteen places at once—figuratively speaking, of course. There are many ways we can help you do this considerable trick. We'd welcome the opportunity to tell you about them.

"Just let us know where and when we can see you, and count on us to do the rest."



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Charles F. Willson

## *What's Ahead*

# *For 100 Chicago Industries*

***An analysis of the potential effect on Chicago area industry of the improved St. Lawrence Seaway and Cal Sag Channel by 1965***

**By CHARLES F. WILLSON**

Director, Industrial Development Division,  
Chicago Association of Commerce and Industry

**A** TOTAL of 38,000 new workers will be added to the Chicago Metropolitan Area's payrolls by 1965 as a direct result of the opening of the expanded St. Lawrence Seaway. If they had no dependents, these 38,000 would occupy a suburb as big as Elmhurst. With dependents they would populate cities as big as Springfield, Illinois or Sioux City, Iowa, each of which boasts about 85,000 residents.

This Seaway-induced growth is in addition to that which Chicago would normally experience, had there been no Seaway or Inland waterway improvements. Ignoring the impact of the Seaway, the Area will add 270,000 new workers between 1957 and 1965. The number of these workers, alone, is equal to the entire population of Lake County, Illinois. With their dependents, they would populate a present-day Buffalo or a New Orleans, each with approximate populations of 600,000.

Creation of 38,000 jobs means an addition to the population of families equivalent to a community the size of Springfield, Illinois.

*U.P.I. photo*

Thus, by 1965, the Metropolitan Area will offer a total of 308,000 new job opportunities and will expand by at least 685,000 new residents.

The Chicago Metropolitan Area will reap more benefit from the expanded St. Lawrence Seaway than any other Great Lakes City. It is the port farthest inland on the world's eighth sea and of vital importance, the only one with a connecting back-door inland waterway system with access not only to the network of Mississippi waterways, but to Gulf ports.

Already the nation's distribution center and hub of the nation's transportation system, with a sprawling area of freight rate advantage over other inland ports, Chicago will reap another indirect benefit from the Seaway which is of the greatest importance. Competition of the Seaway will bring about relatively more

favorable rates on other media of transportation serving the area.

These conclusions are reached in a study just completed on the Impact by 1965 of the St. Lawrence Seaway upon industry of Metropolitan Chicago and Illinois Waterway-Associated Areas. The study, first of its kind, was conducted by the University of Illinois Geography Department. It was sponsored by the Chicago Association of Commerce and Industry, the State of Illinois Industrial Planning and Development Division and the University of Illinois. It was conducted under the direction of Dr. Joseph A. Russell, head of the U of I Geography Department and two associates, Drs. Jerome D. Fellmann and Howard G. Roepke.

The report evaluates general and specific effects of Seaway and Waterway improvements upon the existing complex, growing and changing



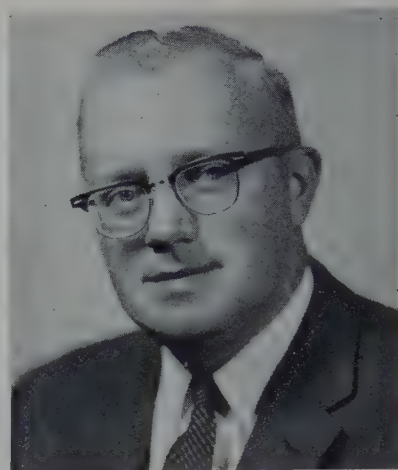
## AUTHORS OF SEAWAY STUDY



Dr. Joseph A. Russell, Head, Department of Geography, University of Illinois



Jerome D. Fellmann, Associate Professor, Department of Geography, University of Illinois



Howard G. Roepke, Associate Professor, Department of Geography, University of Illinois

economic structure of the Metropolitan Area and the Waterway-Associated Counties of Illinois. It also forecasts growth, stability, or decline in nearly 100 industry groupings which may result from Seaway impetus.

Among most significant findings affecting industries are these: Thirty-two industries will grow and expand, regardless of improved water transportation. Nineteen seem likely to remain stable, with a level of activity roughly comparable to that of the present. Eight seem destined to decline in importance, without reference to improved water transportation. Seven may decline because of improved water transportation. A present declining trend may be arrested in five industries because of the Seaway and Waterways. In 21, a trend to growth may be accelerated by improved water transportation.

### **Benefits Outweigh Disadvantages**

Drs. Russell, Fellmann and Roepke say: "As the result of our research, we are convinced that, at least for the period we examined to 1965, the benefits of the Seaway to Chicago industry will far outweigh the disadvantages which it may bring. The number of industries and activities which will gain as the result of the completion of the Seaway will be substantially greater

than the list of activities which will be harmed. Perhaps an equally important conclusion is that the greatest proportion of Chicago's industries will go upon their path of growth with little or no effect from the improved Seaway.

"The improvement of the St. Lawrence Seaway presents opportunities for industrial growth and expansion within the Chicago area. However, as in any such situation, the growth of a particular activity is not inevitable. Among uncertainties is the extent to which managers of industry and commerce will decide to use the opportunities presented by extension of deep-water shipping to the southwestern extremity of the Great Lakes. In all that we say, we are expressing possibilities, not certainties. We are suggesting, not predicting. The decisions lie in other hands, but it is encouraging to note that the whole history of Chicago has demonstrated the presence here of hands alert and eager to grasp opportunities for economic growth."

Judgments on industrial growth prospects were based on answers to the following questions:

1. What has been the recent employment trend of the larger industry group to which this activity belongs and what are the group's prospects for "normal" growth (without refer-

ence to improvement of water transportation)?

2. Is there, on the basis of total population and the population served by existing industry, an expansion potential for this industry within the Metropolitan Area or the Freight Rate and Shipping Advantage Area?
3. Is the industry sensitive to transportation-cost changes such as those expected to follow from Seaway and Waterway improvement?
4. Will Seaway and/or Waterway improvement permit more economical or more feasible accumulation of materials in the Chicago Area than was formerly possible?
5. Will Seaway and/or Waterway improvement permit more economical or practical access to markets?
6. Will Seaway and/or Waterway improvement seriously increase competition by foreign manufacturers in the Chicago market?

The data upon which the researchers based their conclusions will be presented in great detail in Part II of their report, to be issued after the first of the year.

As was to be expected, the largest number of industries among those examined were found in the group which may grow without reference

(Continued on page 38)



# Saving on Unemployment Compensation Taxes

By **PRESTON PEDEN**

Director, Governmental Affairs Division,  
Chicago Association of Commerce and Industry



Preston Peden

**M**OST Chicago and Illinois employers will be faced with increased unemployment compensation taxes in 1960. Some will be liable for the maximum of \$40 per \$1,000 of taxable payroll while others will pay the minimum of \$1.

The difference between four per cent, the maximum rate, and 0.1 per cent, the minimum rate, could possibly mean the difference between red ink and black ink on the ledger for some narrow-margin profit operations in a lean year. On a \$100,000 taxable payroll, the unemployment compensation tax could total as much as \$4,000 or as little as \$100 . . . on a \$250,000 taxable payroll as much as \$10,000 or as little as \$250.

## Review Cost Controls

Firms liable for more than the minimum rate probably should review existing unemployment compensation cost controls, or if they have none, consider establishing controls as soon as possible in order to save in the years ahead.

Accompanying this article, there is a table which will assist any employer to determine his firm's 1960 tax rate and decide whether more rigid cost controls are needed. There is also a list of suggested procedures for establishing controls.

Here's the background of changes in the Illinois Unemployment Compensation Act which brought about an increase of 22 percentage points in the State Experience Factor of 40 per cent for 1960 as compared with the 1959 factor of 18 per cent.

The recession of 1957-58 increased unemployment. The federal government began to take action. To keep

the federal government out of the state's compensation program, the Illinois General Assembly in a special session in 1958 approved extension of benefits by 50 per cent on an emergency basis until March 31 of this year. The General Assembly in its regular session this spring kept this legislation alive.

The extended law embodies provisions of an agreement made by the Governor's Advisory Board for Unemployment Compensation. (The Board which has functioned since 1937 comprises three persons representing the general public, three for labor and three for business.) In times when an emergency level of unemployment exists, the benefit period will be extended by 50 per cent. Whenever unemployment among covered workers exceeds 4.375 per cent for two successive months, an emergency exists and extended benefits will go into effect automatically. Payments cease when the reverse is true for two months.

Extended benefits "triggered out" in Illinois because during the past two months unemployment dropped below 4.375 per cent. Average weekly insured unemployment in Illinois in September, 1959 was 54,960 or 2.161 per cent of the average monthly covered employment (2,542,210) in 1958. The comparable percentage in August, 1959 was 2.328 per cent. Should unemployment again rise above 4.375 per cent, eligible unemployed workers may draw compensation for a period 50 per cent longer than at present. In other words—a worker entitled to minimum of ten weeks of compensation in a period of low unemployment may draw a minimum of 15 weeks of compensation in a period

of high unemployment, one entitled to 20 weeks would draw 30, and a worker entitled to the maximum of 26 weeks would draw a maximum of 39 weeks.

In the highly complex field of Unemployment Compensation, this action by the General Assembly covered only one question—that of emergency extensions of benefits. It did not provide for keeping the reserve fund sound, nor did it protect the principle of coupling an employer's unemployment costs with his employment history—nor did it answer labor's strong demands for increased benefits.

The Advisory Board, in an agreed bill subsequently passed by the General Assembly, established the increase in maximum weekly benefit amounts which became effective on October 4, 1959:

	Old Rate	New Rate
Single or working spouse	\$30.00	\$32.00
Non-working spouse	33.00	37.00
1 child	36.00	40.00
2 children	39.00	44.00
3 children	42.00	47.00
4 or more children	45.00	50.00

That, briefly, is why the unemployment compensation tax rate will go up sharply in 1960. In a nutshell, the causes are depletion of the reserve fund and new increased benefits. Taxes this year, at the old rate, amount to about 1 per cent of all taxable payrolls and will return about \$77 million. In 1960 and 1961, total taxes will almost double—returning approximately \$160 million each year, amounting to 1.85 per

(Continued on page 34)



# Business Highlights



Training of military personnel in the complex technology of the nuclear and space age will be speeded by use of the Tutor, an automated teaching machine developed by Western Design Division of U. S. Industries, Inc. Multiple choice solutions to problems are seen on the screen. Images are controlled by pushing numbered buttons. The answer chosen and the time elapsed from the previous answer are recorded by the printing mechanism at the top of the cabinet

John Merriam, president of Northern Natural Gas Company, and Marvin Chandler, president of Northern Illinois Gas Company, officially turn on new natural gas supply with George Perrine (r), chairman of the Illinois Commerce Commission looking on. Ceremonies were held at the tap station eight miles southeast of Dubuque, Ill., where NI-Gas will receive 50 million cubic feet daily throughout the coming winter from Northern Natural's pipeline system



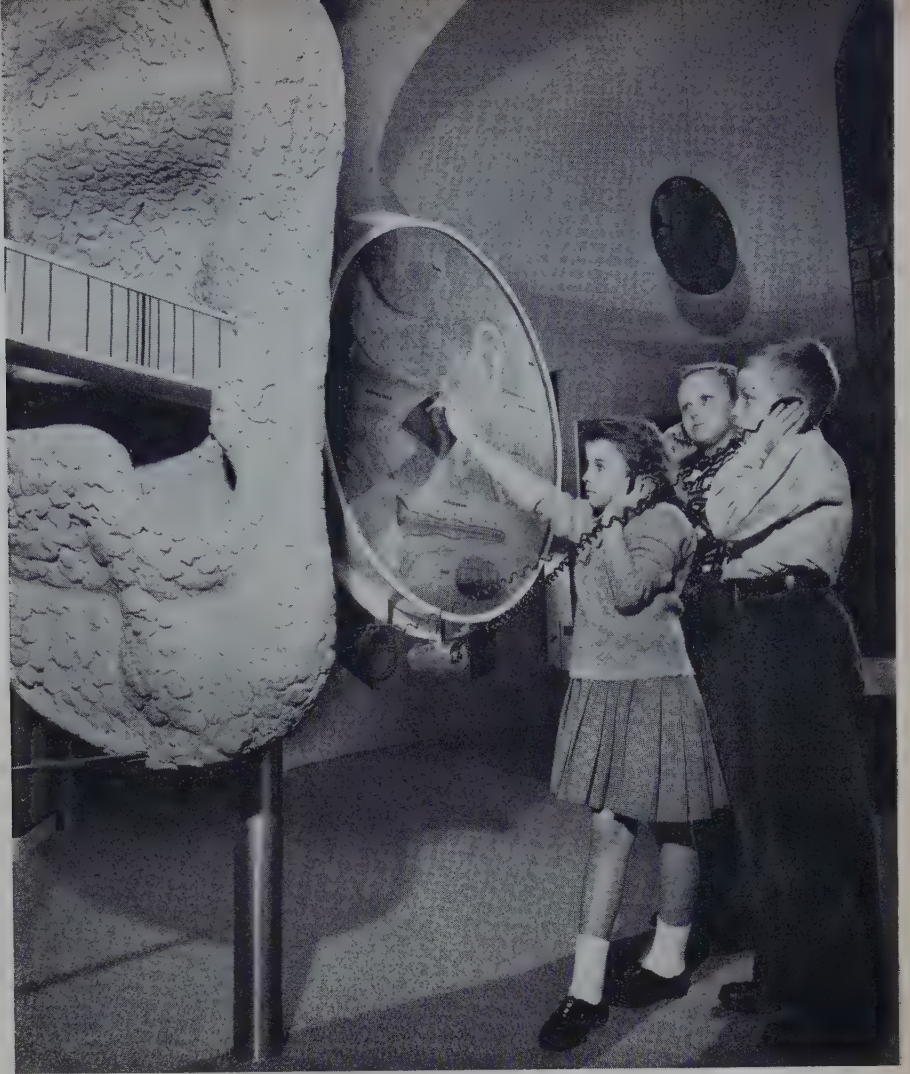
At ceremonies held at international headquarters of the A. C. Nielsen Company in Chicago, the marketing research organization is presented with an award from the European Productivity agency for its contribution to European economic recovery. Shown, l to r, are: Harry W. Ketchum, Director, Office of Distribution, Department of Commerce; Paul W. Goodrich, President, Chicago Association of Commerce and Industry; Ottino Caracciolo di Forino, Head of the European Productivity Agency Mission; Arthur C. Nielsen, Sr., company Chairman; and Arthur C. Nielsen, Jr., company President

R. C. Ingersoll (standing, l), Chairman of the Board, Borg-Warner Corp., is presented with a 75th birthday gift by John G. Powers, president of Prentice-Hall, Inc., New York book publishers. The gift, a specially bound volume of "From Ox Carts to Jets," combines a biography of Mr. Ingersoll with a history of Borg-Warner. The presentation was made at a testimonial dinner attended by 700 business leaders, educators, government officials and military representatives. Seated is Eric A. Johnston, President, American Motion Picture Association, Inc.

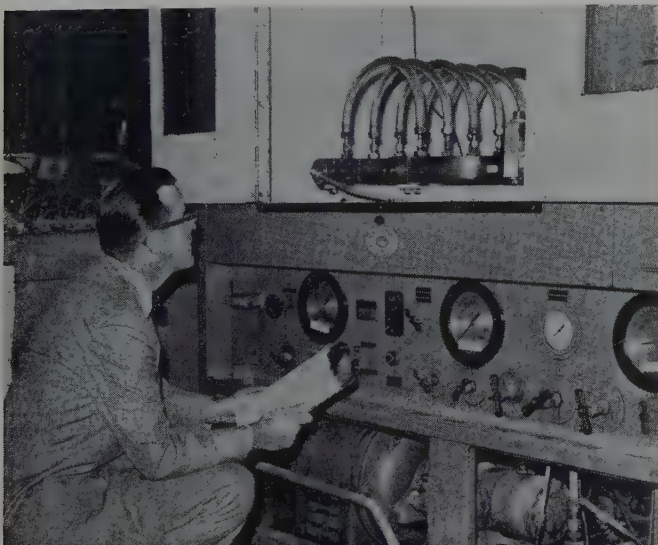




Tom and Fred Wettstaedt and Barbara Ruddy, Chicago, are surprised to hear they have six ears. They watch sound waves travel from outer to middle to inner ear, on a diagram in new Hammond Organ Company exhibit, "Science of Sound and Musical Tone," in the Museum of Science and Industry. The exhibit shows how sound is generated, transmitted and received, from tuning fork in motion, to the instrument gallery where musical tones are produced by a variety of instruments



D. Wendell Fentress, Vice President in charge of Research and Development for Flexonics Corporation, Maywood, Illinois, checks pressure readings while testing the firm's new multi-metal corrugated hydraulic hose. Known as RF-69, the hose can withstand impulse pressure up to 4500 pounds per square inch at temperatures ranging up to 1200 degrees Fahrenheit



Research Manager John A. Robertson raises the first scoopful of earth to break ground officially for United States Gypsum Company's research laboratory in Des Plaines, Illinois. The 10-acre site on Northwest Highway has been used for several years to study effects of weather on the company's exterior building products (background)

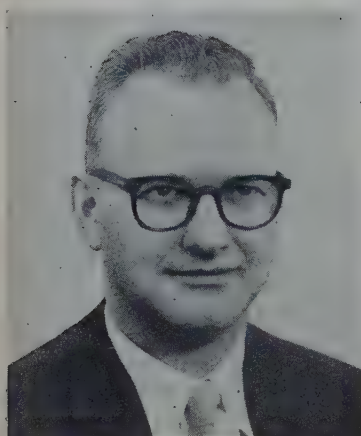




# Big Gains In Farm Productivity

**New Techniques, Fewer Farmers On Fewer Acres  
Than Enough To Feed A Constantly**

**By JOHN STROHM and LEE SCHWANZ**



John Strohm, President, Agricultural Publishers, Inc., Contributing Editor Readers' Digest

**T**ODAY, there will be 8,000 new citizens born in the United States. Tomorrow there will be another 8,000 and for each day of

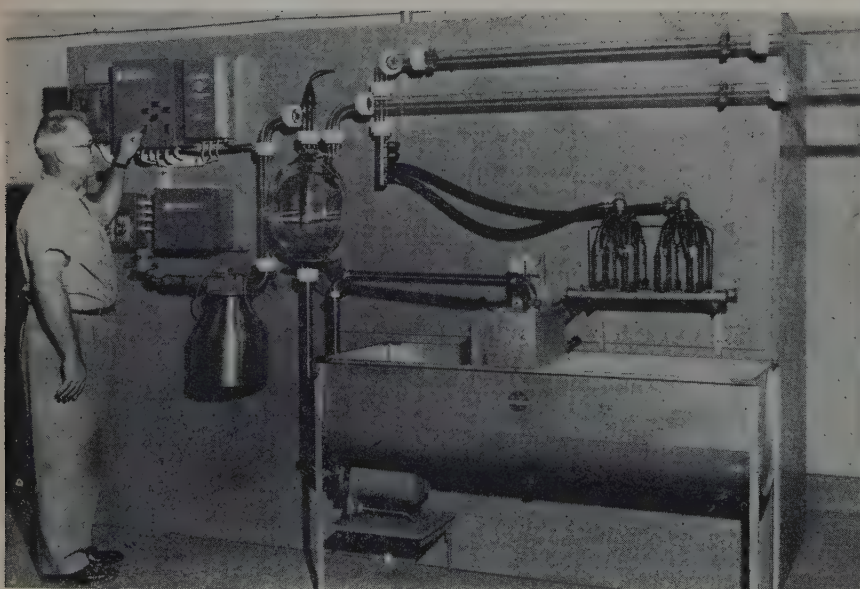


Lee Schwanz, Executive Vice President, Agricultural Publishers, Inc.

the new year there will be a like number crying for food. Today we have 177 million people — in just 15 years population experts say we will have up to 240 million! Can we feed all of them?

The job ahead is formidable. The U. S. Department of Agriculture says we will need 58 per cent more beef and veal, 41 per cent more pork, 40 per cent more milk, 35 per cent more eggs and 18 per cent more poultry than was produced this year. That means bigger feed grain crops and a tremendous increase in livestock feeding.

The farmer will run this race with the stork under a handicap. Today, while those 8,000 new babies are being born, we will lose 3,000 acres of our irreplaceable soil. You can see it going whenever you drive outside the city. Super-highways are gashing



Increasing production by saving time and labor, the push-button washer with electronic control developed by The De Laval Separator Company rinses, washes and sanitizes the entire milking system



While ears on Crow's multiple-eared corn will be smaller, increased number of ears will result in a higher total yield



# Ahead

## Will Produce More Growing Population

their way across the countryside. New homes and factories are taking over orchards and dairy pastures.

Another big problem is the fact that this year, another 100,000 families who have worked the soil for generations will quit farming to take other jobs. Some will be crowded out, some will quit in failure, some will sell out for better opportunities elsewhere. Will we have the skilled farm producers we need to feed the steers that will make up that 58 per cent increase in beef — the men who will milk the cows to provide 40 per cent more milk and other foods those new babies will be demanding as very hungry teen-agers 15 years from now?

### Famine or Plenty?

With fewer acres and fewer farmers to feed more people, will our grandchildren suffer the plague of famine which already has much of the world in misery? About 160 years ago, the Rev. Thomas Malthus observed that the world's population was growing much faster than farmers' ability to feed it. He therefore predicted a calamity of mass starvation.

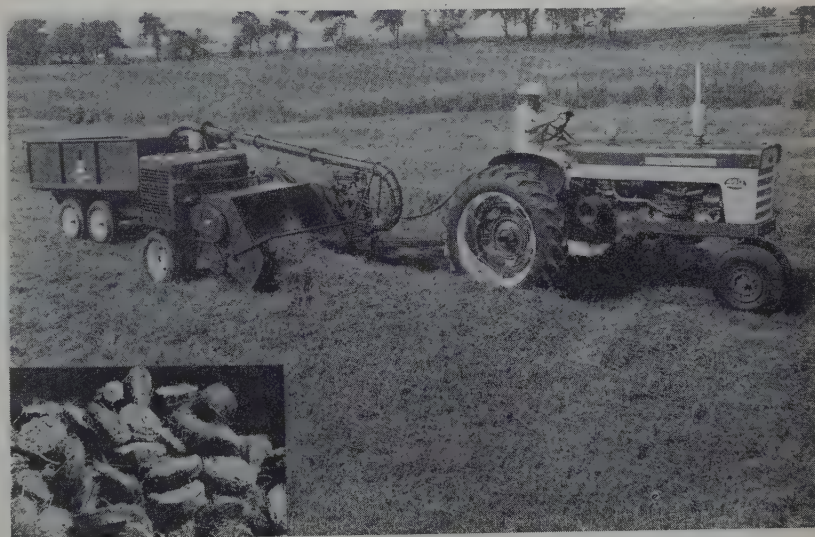
That certainly hasn't happened here in the United States — just ask Secretary of Agriculture Benson who has been struggling with ever-growing surpluses during the last seven years. It costs a million dollars a day to pay the rent to store excess food we can't eat, sell, destroy or give away. Does this mean Malthus was wrong?

"No, just ahead of his time," is the argument of some folks who fear that by 1975, dwindling croplands will no longer be able to supply the increasing population with a healthy diet.

We think they underestimate the ability of the American to grow



International Harvester Company currently is testing an experimental 8-row cultivator-planter to work big acreages more efficiently with less manpower and at a higher profit



Experimental field pelletizer developed by International Harvester takes hay from the windrow and without grinding, hammers out a continuous tube full of pressed hay in biscuit form 2 inches thick, 4 inches in diameter

more on less land with less manpower. We are inclined to agree with Dr. Firman Bear of Rutgers University who asserts, "I don't have any fears about our capacity to feed 300 million persons by the year 2000. I think, if the need arises, we can feed one billion people in this country and feed them well."

You only need look at corn to see what can be done to feed more people in this country. Corn feeds the hogs, steers, chickens and dairy cows that give us the foods that people will be demanding in greater

quantities in the years ahead. It is the basic raw material for our diet. Ten years ago, the average crop in the U. S. was 3.2 billion bushels, and college folks said we had reached a yield "plateau" that would stand for years. In the fall of 1958, farmers picked 3.8 billion bushels to set a new all-time record that a lot of folks thought never would be equalled again. But last fall (1959) farmers went out and did it again — 4.4 billion bushels! That's 40 per cent more than the 10-year average.

(Continued on page 24)



# Heart Disease — Why, Where Will It Strike?

Large scale studies of people on the job give some answers

**BY A. POPE LANCASTER**  
Vice-President, Western Electric Company

*In the United States, two people die almost every minute of some form of heart disease. During 1959, diseases of the heart and arteries will take the lives of nearly 900,000 persons. Of these fatalities, about one-third are persons in the prime of life. In 1959, heart diseases are striking for the first time — or have already made their inroads — in an estimated 9 to 10 million Americans.*

*For business and industry, these statistics add up to enormous losses in productivity and investment.*

*There has now come forward a new approach — a new avenue that has been opened for an attack on the difficult problems of causation. This new approach involves large-scale studies of the man-at-work — studies that already are beginning to supply some important answers*

*that apparently cannot be obtained definitely in any other way.*

*The following account of one such large-scale study is excerpted from a major address made at the 7th Heart-in-Industry Conference sponsored by the Chicago Heart Association and the Chicago Association of Commerce and Industry.*

**W**E in Western Electric and most industrialists for many years have been concerned about the number of employees who have some form of heart disease. We seem to become most aware of these conditions when our own associates are stricken. Early this year I was in the office of our 57-year-old president when he died of a coronary. Don Quarles, one of our vice presidents

before becoming Deputy Secretary of Defense, died this year of a coronary. In our Chicago plant, we were shocked at the death of our controller who was found in bed one morning, victim of a coronary.

In checking the incidence of heart disease among our top staff of about 35 men in our Chicago plant, we found that of the 67 who had been members of this group during the ten-year period studied, four men, or 6 per cent, definitely had heart trouble. Two died during that time and one more died a few years later.

Cases such as these alerted us to a situation which appeared to be happening too frequently not only in our executive group but among all employees. To see what total incidence of heart disease we were experiencing in our Chicago plant, a study was made of all employee absences of one week or longer. In our terminology we call these Benefit Roll cases. The following data were developed:

**Number of Benefit Roll Cases and Deaths Due to Heart and Circulatory Conditions Per 1000 Men Eligible to Benefits 1936-1946**

Year	Cases	Deaths
1936	3.5	1.5
1937	3.6	1.7
1938	6.1	1.4
1939	5.3	1.1
1940	8.1	1.2
1941	7.5	1.6
1942	9.8	2.2
1943	10.6	1.9
1944	14.1	2.1
1945	14.3	2.6
1946	10.5	2.5

Considerable analysis of the data was made and there was much speculation about possible effects of the war years and increased overtime hours worked. Regardless of the reasons, the data indicated an increase of about 100 per cent in the number of people on our Benefit Roll during the last half of the period studied as contrasted with the first half. During



Participating in the 7th annual Heart in Industry Conference sponsored by the Chicago Association of Commerce and Industry and the Chicago Heart Association were: Seated left to right: Louis N. Katz, M.D., Director, Dept. of Cardiovascular Research, Michael Reese Hospital, and Past President, American Heart Association and Chicago Heart Association; Paul W. Goodrich, President, Chicago Title and Trust Company and President, Chicago Association of Commerce and Industry; James Watt, M.D., Director, National Heart Institute. Standing left to right: Eskil I. Bjork, Chairman of the Board, Peoples Gas, Light and Coke Company; Andrew J. Oberlander, M.D., Chairman Industrial Medicine Committee, Chicago Heart Association and Medical Director, Prudential Insurance Company of America; Wright R. Adams, M.D., President, Chicago Heart Association and Professor and Chairman, Department of Medicine, The University of Chicago.



the last half of the period the death rate also increased 57 per cent.

Various heart disease studies were made during the next ten years without developing much of value on causes of these troubles. However, they all tended to show the increasing importance of the problem. In a study of employe deaths due to heart disease between January 1, 1955 and October 25, 1957 we found the following:

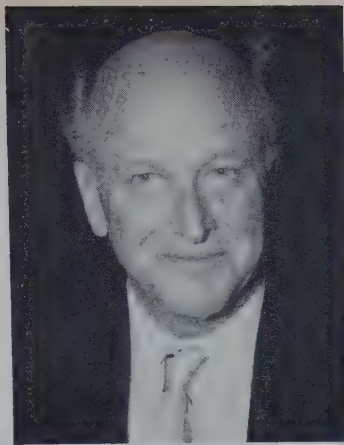
**Deaths of Employes Due to Heart Disease Between January 1, 1955 and October 25, 1957**

	No. of Deaths	Annual Mortality Rate per 100
All Employes	111	1.56
Non Supervisors	86	1.31
Supervisors	25	4.57
Men	103	2.12
Women	8	.35

Secondly, like many other companies, we extend on a voluntary basis a periodic health examination to supervisors above a certain rank. A coronary heart disease study of the 542 men who participated in 1955 showed that 61 or 13.3 per cent had abnormal electrocardiographic tracings.

Someone has said the worth of an executive is ten times his annual salary. The fact that 13.3 per cent of our second level and higher supervisory group had abnormal electrocardiograph tracings was of concern. In this connection we cooperated in a study conducted by our parent company, A.T. & T., which was published last year and which indicated that in the Bell Telephone System there is no material difference in coronary mortality between the top management group and the craftsmen and laborers group, although there appeared to be a difference between top and middle management, with the latter being somewhat higher.

With this and other background of statistical data, with some questionable experience with Workmen's Compensation Boards, and with normal humanitarian concern for our employe group, our Company was very receptive when Dr. Oglesby Paul invited us to participate with the University of Illinois Department of Medicine in an epidemiological study of coronary heart dis-



A. Pope Lancaster

ease. We were distressed to find that we had not maintained a complete and continuing record of our cases over the years. This has now been corrected. Certainly, we knew then that we had an important problem that needed an answer.

After consideration of all available information we decided to proceed

with Dr. Paul's research plan. This plan was actually a complete health survey although the most important phase pertained to cardio-vascular disease. He proposed to study over a period of five years, 2000 men between the ages of 40 and 55 believed to be free of clinical heart disease. It was hoped that this study would disclose features of occurrence and distribution of such disorders as hypertension and atherosclerosis which would lead to a better understanding and control.

It was the opinion that our industry offered a very suitable field for this study because drop-outs would be minimized, the individuals would be leading normal lives without appreciable environment changes, and there would be favorable employe acceptance because of previous participation in other health programs such as chest x-rays and influenza vaccination.

The plan provided for the selec-  
(Continued on page 30)

**W**HAT kind of answers are beginning to emerge from studies of heart disease among people on the job, in business and industry? Facts culled from several studies—at plants of E. I. DuPont de Nemours & Company, the Hood Rubber Company, Metropolitan Life Insurance Company, American Telephone and Telegraph Company, city civil service employes of Los Angeles and Albany, New York, are beginning to shape into a pattern. Tens of thousands of employes are included in these investigations. These are some of findings now coming into focus:

1. Coronary heart disease and hypertensive heart disease occur  $1\frac{1}{2}$  to  $2\frac{1}{2}$  times as often in overweight middle-aged men as in those with normal weight.
2. Heart attacks occur  $2\frac{1}{2}$  to  $5\frac{1}{2}$  times more often in middle-aged men with high blood pressure than in those with normal blood pressure.
3. Middle-aged men get heart attacks much more frequently than women.
4. A significant percentage of middle-aged men show no blood pressure increase with increase in age and these men are relatively resistant to diseases of the heart and blood vessels.
5. Middle-aged men with high cholesterol levels get heart attacks 3 to 6 times as often as men with normal levels of the fatty material.
6. Thus far, it appears that there is no significant difference in the high rate of heart attacks among middle-aged men in the various occupation groups, nor in the various levels of education achieved.
7. Top level managers and executives seem to have a slightly lower heart attack rate than lower echelon executives. They also appear to have somewhat fewer heart attacks than employes with little or no responsibility on the job.
8. There appears to be no difference between frequency of heart attacks among sedentary and physically active employes.
9. Persons differ in their susceptibility to heart attacks. It is possible to identify the susceptible high-risk person before he develops the disease. The low-risk man has one chance in 20 of developing coronary heart disease before the age of 65; the high-risk man has one chance in two, or even worse.



## Gains In Farm Productivity

(Continued from page 21)

We attended a farm forum on a Northern Illinois farm last fall where Dr. Walter Mumm, director of research for Crow's hybrids, displayed corn with six ears to the stalk instead of one ear as is now common in the Corn Belt. Dr. Mumm predicted that this corn "will yield 50 bushels per acre more than the best varieties we now have." He'll have the first of this corn ready for use within two years. It could mean a five billion bushel harvest is just around the corner.

At the same time corn pickers were at work on the bumper crop in the Corn Belt, combines were harvesting a bumper crop of grain sorghum in the Great Plains. The harvest was nearly 575 million bushels—2½ times the 10-year average.

What is the story behind this big feed grain harvest? It's research—good scientific achievement that only three years ago produced the first hybrid sorghums. These high yielding varieties are 25 percent to 30 per cent better than anything that had been grown previously. Now, they cover 80 per cent of the acreage.

Out in the Pacific Northwest, Agronomist O. Vogel has been developing "shorty" wheats. These

Japanese-based varieties have grown as much as 136 bushels per acre. The average in the U.S. is less than 25 bushels. Dwarfs also have done well in tests in Texas, Kansas and other big wheat states.

Pasture is the most neglected crop in the U.S. Munching on "average" pasture, a steer processes enough grass to put on 50 pounds of meat to the acre. Yet one acre of heavily fertilized Bermuda grass in Georgia yields a whopping 2,680 lbs. of beef per acre.

That same average pasture may produce only 2,000 pounds of milk in a year. But when it is fertilized, irrigated and rotated to give cows a fresh strip of grass each day, it may produce 7,000 pounds.

Researchers are optimistic that fewer acres can feed more people. We still have a long way to go in getting the most out of our land. "When you consider that agricultural science is only about 100 years old and the world's oldest occupation of farming dates back 5,000 years, you can see we are just getting started," declares Dr. George Scarseth, director, American Farm Research Association.

We don't want to give the impres-

sion that the loss of Grade A farmland is not a serious matter. The day will come when we will regret our prodigal waste. But we predict that before 1975 land will be zoned to protect it as a resource that must be saved for the future. There'll still be plenty of land left—the biggest loss will be in Southern California and other sub-tropical areas where we no longer will have the land for winter food crops. Land can be built up and production increased — but you can't replace warm winter sun.

We'll have the land to grow our food but how about the farmers? The exodus from the farm has been rapid during the last decade. Today one farmer feeds himself and 23 other Americans. By contrast, Red China still has 85 per cent of the people growing food for themselves and the other 15 per cent of the population available for factory and other urban work. In Russia 45 per cent of the population are farmers.

Today, the American farmer is using muscles of steel and electrical energy to replace the extra hands that are gone. One of our farm editor friends predicts that mechanization will cut the four billion man-hours spent in choring each year in half. While the mechanization of field crops is nearly completed, that around the farmstead is only beginning.

Top farmers have made very rapid progress in stepping up the amount of food they can produce. The records of a group of Illinois farmers show that in the last seven years they have increased the pounds of beef produced per farm by 95 per cent. They have stepped up pork by 25 per cent, corn by 34 per cent, milk 15 per cent, eggs 18 per cent.

These are the farmers who only have to push an electrical switch to grind feed for cattle. Another button blends corn, protein and high powered vitamins, antibiotics and other additives in just the right proportions. A third button automatically conveys that feed to the bunks.

The telephone has replaced the scoop shovel as the feeding tool for hog farmers. The farmer calls up his local feed mill and says, "Joe, bring out a load of my growing mix today." Joe then grinds feed to the farmer's special formula, loads it in an eight-ton, self-unloading bulk truck and drives to the farm where

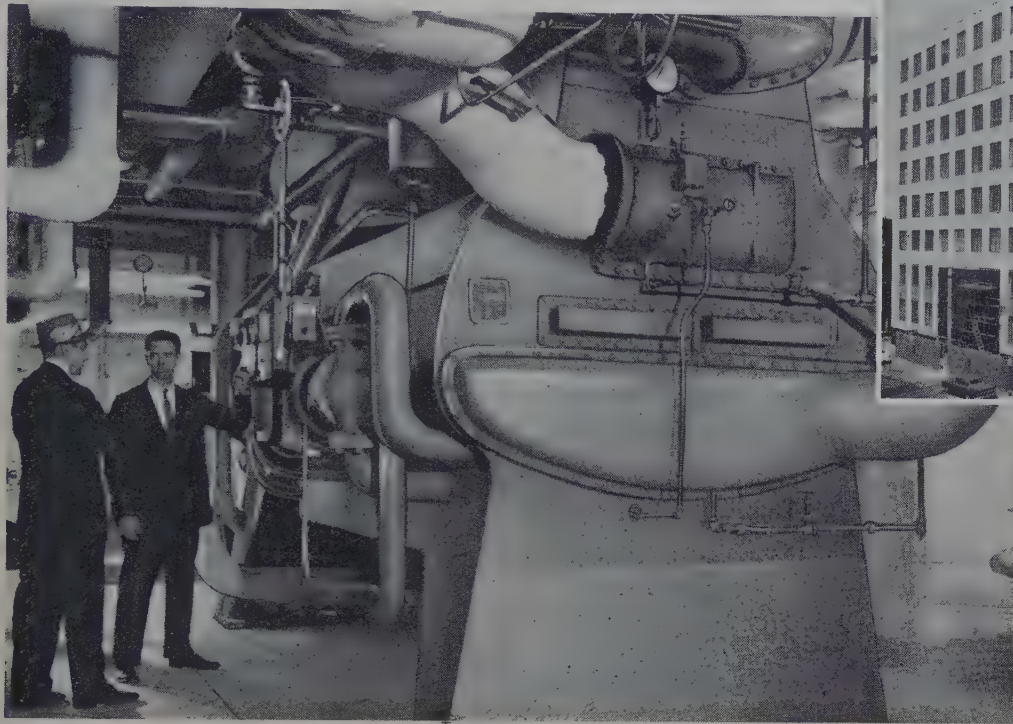


While advanced research promises much greater yields in the future, Byron Easton, by optimum use and placement of fertilizer, boosted his corn yield 42 bushels, or 36.2 per cent, per acre on a controlled test plot in cooperation with American Agricultural Chemical Company at his farm near Rockton in Northwestern Illinois



# GAS plays important part in air conditioning A.M.A. building

Just a push of the button is all it takes to start this completely automatic 430-ton absorption type air conditioner at the American Medical Association's offices in Chicago. A Gas-fired steam boiler provides the steam necessary to operate this unit.



For 112 years the American Medical Association has been promoting better health and the highest quality of medical care for the American people. Its national headquarters building located at 535 N. Dearborn St. in Chicago is being completely remodeled for more efficient operation. As part of the Association's building modernization program, an absorption air conditioning unit has been installed which is operated by low pressure steam from a Gas-fired boiler.

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(See our story appearing in the  
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he fills self-feeders. The week's hog chores are done.

In the dairy barn, farmers are sitting in a swivel chair while they milk. No one has found a substitute for man when it comes to putting on the milk cups but machines can do everything else. Push-buttons rinse the equipment, suds, rinse and disinfect the machine. Pumps carry the milk. Today, the one-man dairy farm is near 40 cows and it is growing larger.

#### Increased Output

Output per manhour is up 80 per cent since 1940 — and output per farm is up 74 per cent. What industry can equal this record of progress? Top farmers these days can produce a bushel of corn with as little as five minutes of labor. Estimating 40 bushels of an 80 bushel yield as labor income, the corn grower is netting \$7 per hour. Fifty years ago in the horse age, it took 72 minutes of labor to grow a bushel of corn. Ten years ago the job could be done in 32 minutes — today it takes less than 20 minutes for the average farmer. The top man with a five-plow tractor and six-row planter and cultivator needs only five minutes for each bushel. It takes only three minutes to grow a bushel of wheat, and cotton is down from 200 hours per bale to only 75 hours. Now even vegetables and fruits are being harvested with machines.

Research is giving the farmer some wonderful tools to help him increase his production. Take stilbestrol for example: A few pennies worth of this female hormone injected in the ear of a steer increases the rate of gain nearly 20 per cent. And the steer makes that faster gain on less feed. It doesn't take today's farmer long to grasp this kind of development. Within three years after stilbestrol was made available, more than 90 per cent of the cattle on feed were receiving the additive. You can count on the alert, modern farmer to make full use of the research laboratory.

University of Minnesota researchers are confident that they soon will be able to transplant fertile eggs from superior cows into common "incubator" cows where the embryo would grow to birth. Instead of 10 calves during her lifetime, the best cows could "mother" 100 to 1,000

calves. Scrub bulls now are being trucked off to the bologna factory because one superior sire can father as many as 100,000 calves through the improved techniques of artificial insemination. One of the best bulls in Ohio still is siring calves, even though he died two years ago, thanks to frozen semen. Now the dairyman uses a bull catalog. He can pick the bull that has proven ability to counteract the weak points of each cow.

Hybridization is being used to breed thriftier hogs, higher laying chickens, and faster gaining cattle. Crossbred dairy cows grow faster and produce 10 to 12 per cent more milk than similar purebreds. Crossbred pigs are more likely to live to weaning and will be ready for market sooner.

Animals, like humans, work harder when they are cool. Most of our common breeds originated in the cool British Isles. When it gets above 85° they go on strike. They eat less — gains and milk production drop. Research shows that air conditioning may be the tool of the future for hot climates. Shorthorn calves gained 200 pounds more in a year when kept at 50° than a similar bunch panting in 80° temperatures. Holsteins kept at cool temperatures during summer gave one-third more milk than their sisters who had to take summer's worst. Hens were only half as willing to lay at 83° as at 36°.

We'll have more meat if we use our feed to produce lean instead of the fat that housewives shun at the supermarket. Researchers are working on blood tests that will show how many eggs a hen is capable of producing. It may also reveal how fast a steer may gain or how much feed a hog will use to grow to market weight.

With chemical fertilizers, we need no longer worry that soils will wear out. On the famed Illinois Morrow plots, corn yields had dropped to an alarming 20 bushels per acre after 79 years of continuous corn and no fertilizer. Then chemical plant food was added, and presto! Yield jumped to 86 bushels per acre the first year. Nitrogen fertilizer, taken from the air, is making legumes old-fashioned. We don't need them in many rotations, freeing more land for grain.

A scalped field, purposely stripped of all its topsoil four years ago by researchers, is now yielding a bump-





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er 80 bushels of corn per acre in a Michigan State University experimental field. It shows what good soil management plus fertilizer can do to revive eroded and worn out soil.

Chemists have concocted an arsenal of farm weapons which have revolutionized many phases of farming. A systemic insecticide, Thimet, applied to wheat seed before planting, permits the resulting seedling to take up enough poison in its tissues to "biteback" at its bug enemies. The plants become deadly booby traps for all insects that seek to land and feed.

Hormone sprays help the gardener who wants earlier fruits and vegetables. They speed up blossom formation or thin the blossoms when the set is too heavy for a top quality crop. And these same hormone concoctions used later in the season make apples cling tightly on the trees for two or three weeks longer, until they're safely picked.

Antibiotics, so successful in battling human disease, are now being used to doctor plants for diseases which cause \$2 billion loss annually. For example, an agrimycin prescrip-

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tion jumped tomato yields 154 bushels per acre; increased pepper production by 67 per cent. Dipping perishable vegetables in a weak solution of terramycin substantially reduced bacterial damage and made them keep longer.

Geneticists hail giberellic acid as "the most important growth hormone found thus far." It has done such fantastic things as: Make wheat produce in two months instead of five, cabbages that grow 15 feet high and lettuce leaves a foot long. It stimulates tomato seedlings to grow five times faster and lengthens stems of roses. It greatly increases the growth of young forest trees such as oak, tulip, poplar and maple.

### Solar Heater

At Michigan State University, engineers are testing a solar heater to dry hay and grain and to heat barns and poultry houses. It uses power from the sun. In Wisconsin they're using ultra-high frequency sound waves to speed up ripening of cheese. Colorado researchers have invented a gadget called a somascope. It bounces high frequency sound waves through a steer's flesh and from the resulting echo calculates how fat the steer is—and whether it is ready for market.

An electron beam generator is being used to kill grain storage insects, to pasteurize milk, to prevent potatoes from sprouting, and preserve bread for months at room temperature.

A pasture-making machine which grows grass in trays during the winter, turns five pounds of grain into 40 pounds of green feed in six days. U. S. dairymen who are using it say this feed makes cows really spill out the milk at low feed cost.

Atomic energy is being used as a peacetime tool on a hundred agricultural fronts. Dr. Paul Reineke, Michigan State University, used a Geiger counter to tell how fast a lamb will gain. Injecting radioactive iodine into the blood stream of a dozen lambs, he took Geiger counter readings four days later. At the end of the month, the lambs were weighed.

The Geiger counter clicks told a startling story. The lamb with the highest number of clicks had gained 13½ pounds; the lamb with the lowest number, only 2½ pounds.

Scientific explanation: Thyroid glands of fast-gaining animals secrete a hormone called L-thyroxin at an above average rate. These animals catch and hold more of the radioactive iodine in their thyroids when it's injected. And that's how a farmer can use the Geiger counter to pick out the good ones.

American researchers are not the only ones at work. Two Swedish workers, using X-rays, have developed a mutant barley which yields more and has a stiffer straw. The Japanese used the deadly drug, colchicine, on watermelon seeds to

change the number of its chromosomes. The result: seedless melons. Europeans, using the same technique, have developed a new rye, vastly superior to other varieties.

These are only a few of the new things that scientists are developing for farm use. Add them all together and they promise the ability to make tremendous increases in production and in the preservation of food on its way to our tables. We are confident that agriculture and science, working as a team, can keep our growing population better fed than any other nation in the world.



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tion of the 2000 men on a random basis. We had about 5700 men in this age bracket which permitted a good random choice. The 2000 who are participating during the first year received a complete physical examination including many laboratory tests. In addition they answered questions about their clinical, dietary and family histories. A physical activities' history, which included activities both at work and at home, also was taken on each individual. All underwent an extensive psychological test which included the Minnesota Multi-Phasic Personal Inventory. One item that caused some joking among the participants was that for body typing; their pictures were taken without clothing except for an athletic supporter. The shapes, especially in my age bracket, must have rocked the research team.

They are now receiving a somewhat abbreviated examination each year for the next four years. The findings on individual cases are completely confidential although employees may request that reports of their examinations be mailed to their personal physicians or to the Company hospital, or both. Examinations are being made at our Company hospital by a group of non-company physicians, all members of the faculty of the University of Illinois College of Medicine.

### Financed by Several Groups

The survey is being partly financed by several groups including the Chicago Heart Association together with personal contributions. It is expected that this part of the program will cost about \$250,000 for the five-year period. In addition, our Company will pay salary costs of about \$125,000 to employees while they are being examined and also will furnish hospital space and facilities. Most of the cost to our Company will be for salaries of employees while being examined. Since over 40 per cent of these are supervisors and office people whose jobs may continue without loss during periods of a few hours absence, our actual out-of-pocket salary cost will be reduced somewhat.

The research team under the direction of Dr. Paul feels this study



will afford excellent opportunities for analyses of factors believed to be important in the genesis and progression of coronary atherosclerosis in a susceptible group. We are told that normal expectancy is for 100 heart cases to develop in the group under observation during the five-year period. It's rather depressing to expect this to happen to people, many of whom you have known and worked with for twenty years or longer. This, incidentally, does not exclude any of us. However, if it is going to happen, then its occurrence under observation may help point the way to minimizing such cases.

### *Cooperative Researches*

We laymen in Western Electric sincerely hope that the objectives of the research team are realized. We are glad to join with the other companies now engaged in cooperative researches with medical and health groups on cardiovascular diseases. There is far too little money available for research on the nation's No. 1 human killer. We are told that only about \$45 million is available for research in this field annually. This equates to about \$50 per annual death or \$4.50 per cardio-vascular disease sufferer. Inasmuch as cardio-vascular disease is the largest single killer of those we employ, for humanitarian reasons alone we should do our part in attempting to control this disease.

Industry has a big stake in helping to advance the objective of getting a better understanding of cardio-vascular diseases. Most firms have had the problem of what to do about a person's future work assignment if cardio-vascular abnormalities are disclosed through medical examinations. We have been told that work, within a cardiac's capacity, is one of the most important therapeutic helps that can be given. Accordingly, we need the best possible medical advice on appropriate job placement.

But by far the most important concern before us is the maintenance of the present health of our employee population, especially in the prevention of cardio-vascular diseases. The earlier that knowledge is available on this and the other problems discussed, then the better industry can meet its obligations in this area. Industry can and should help speed the availability of this knowledge.

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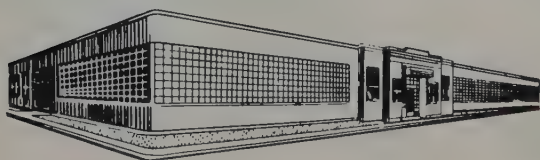
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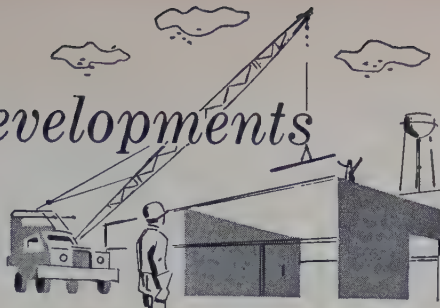
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# Industrial

# Developments

IN THE  
METROPOLITAN  
AREA



**P**ROJECTS for investment in plant facilities in the Chicago Metropolitan Area in October amounted to a dollar value of \$16,812,000 covering 36 projects. The total for the first ten months of 1959 now stands at \$248,603,000 covering 345 projects.

Similar totals for 1958 were \$15,625,000 announced in October of last year, with a ten month total of \$160,958,000. In October of last year, 27 projects were announced with a ten month total of 246.

The types of projects covered in these reports include newly erected plants and industrial warehouses, expansions of existing plants and warehouses and the acquisition of land or buildings for industrial purposes.

- **Portable Electric Tools, Inc.** is starting construction of a 207,000 square foot manufacturing and office building which is being erected on a 23-acre tract of land in Geneva. The plant, which will be served by the Chicago and North Western Railway, will produce electric grinders, sprayers, saws and other portable tools. The building was designed and is being erected by Ragnar Benson Company to house all the general manufacturing and administrative offices of Portable, now located at 320 W. 83rd street in Chicago. The plant will employ between 850 and 1000 people, somewhat in excess of the company's present employment. J. J. Harrington and Company, broker.

- **American Machine and Foundry Company** is erecting a 212,000 square foot building on an 18 acre tract in Centex Industrial Park in Elk Grove Village for its subsidiary AMF Pinspotters Inc. The subsidiary manufactures bowling equipment, and will have its capacity more than doubled in the new location. Ben-

nett and Kahnweiler, broker. Northern Builders Incorporated is erecting the Pinspotters building.

- **Jessop Steel Company**, 350 W. Root street, has occupied its new steel warehouse and office building in Broadview. The company's headquarters are in Washington, Pennsylvania, where it makes electric steel and hot rolled and finished steel products. The Chicago Area warehouse will be its Midwest distribution center, and the structure contains 200,000 square feet of warehouse space and 15,000 square feet of office space.

- **Hazel Atlas Glass Company**, a division of Continental Can Company, with its main Chicago Area plant located in Plainfield in Will County, is expanding its plant with the addition of 70,000 square feet of floor area. The new structure is directly across Route 59 from the Plainfield plant. The new glass container operation was designed by Schmidt, Garden and Erikson, and is being erected by Bechtel Corporation.

- **Texaco, Inc.**, 332 S. Michigan avenue, is adding 10,000 square feet of floor area to the warehouse in its distribution center on Highway 83 near Oakton street, close to the Village of Elk Grove. The company will also build eight steel storage tanks on the same site with accompanying loading racks and piping installations for a major distribution center. Chicago Bridge and Iron Company will erect the tanks.

- **Scholl Manufacturing Co., Inc.**, 213 W. Schiller street, is erecting a large addition to its plant which will contain 100,000 square feet. The company is a well known manufacturer of foot remedies and appliances, employing nearly 1000

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people at present. Employment will be increased substantially upon completion of the added plant facilities. Lawrence Monberg and Associates designed the new structure, and Hubschman Construction Company is acting as general contractor.

• **American Photocopy Equipment Company** in Evanston is expanding its facilities by 25 per cent in the form of two buildings, one of 30,000 square feet to be devoted to paper coating and another 10,000 square foot structure to be devoted to research, engineering and development. The company produces photocopy equipment, punching and binding machines and plastic laminating equipment, as well as specially coated photocopy paper for use in its equipment. Architects for the new construction are Schiller and Frank, together with Fridstein and Fitch; general contractor and builder is Morris Handler Company. American Photocopy's headquarters are at the Evanston location.

• **Standard Manufacturing Company**, 1100 S. Central Park avenue, producer of plastic and aluminum illuminated signs, is erecting a new 46,000 square foot plant, to which it will move its operations, located in Evanston at 2021 Lee street. The plant was designed by A. W. Kirschenbaum and is being built by Missner Construction Company.

• **Curtis-AllBrite Lighting, Inc.**, 6135 W. 65th street, has acquired 202,000 square feet of floor area on a long term lease in the building at 6501 West 65th street, formerly occupied by Continental Can Company. Curtis-AllBrite manufactures commercial, industrial fluorescent and incandescent lighting fixtures. J. J. Harrington and Company, broker.

• **Atlantic Steel Company**, 5431 N. Damen avenue, is erecting a new steel warehouse and office building containing 40,000 square feet of floor area in the Centex Industrial Park in Elk Grove Village. Abell Howe Company designed and is erecting the new plant.

• **National Brush Company** in Aurora is erecting 45,000 square feet of warehouse space, adjacent to the company's plant, which was designed by Laz and Mall, architect.

## Here, There and Everywhere

(Continued from page 12)

that given in any other Chicago hospital, McBain said.

• **Utilizing Engineers and Scientists** — A statewide conference on effective utilization of engineers and scientists in the State of Illinois will be held Dec. 1 and 2 at the Edgewater Beach Hotel under auspices of the Illinois Society of Professional Engineers and the Northwestern Technological Institute. The conference is being held at the suggestion of the President's Committee for Engineers and Scientists in the Office of Civil and Defense Mobilization.

## Unemployment Taxes

(Continued from page 17)

cent of all taxable payrolls in the state. Should there be no major "emergency" periods of unemployment by 1962, the reserve fund should gain the approximately \$133.5 million depleted during the recession and stand at the normal figure of \$450 million. Then taxes should begin to taper off. However, in view of increased benefits, the probability is that taxes will never again be as low as they are in 1959.

During the last legislative session, representatives of business, including the Chicago Association of Commerce and Industry, fought successfully to preserve the state's "experience rating" method of determining unemployment compensation tax rates for individual employers. Labor groups at all times, past, present and future, strongly urge elimination of this method and the substitution of a flat tax on all employers. The rate under a flat tax would be considerably higher than the average rate paid currently by Illinois firms. The "experience rating" system saves millions of dollars for employers and rewards firms who provide steady employment for workers, and also follow the administrative procedures carefully to prevent payment of benefits to those not entitled to them. Here's how the "State Experience Factor" for 1960 was determined.

First, the state calculated the "unadjusted factor." This is the ratio of total benefits paid to unemployed workers during the 36-month period ending June 30 (of the year preceding that for which the ratio



is being determined) to the total "benefit wages" of all employers for the same period.

("Benefit wages" are wages paid by the employer on the basis of which former workers receive unemployment compensation. The amount of benefit wages which can be charged against the "experience rating" account of the employer for each unemployed former worker is limited to \$3,000. No charge is made against an individual employer when a worker draws a benefit check for his first or second week of eligibility in a benefit year. However, when a worker has been paid benefits amounting to three times his weekly benefit amount, the wages which he earned during his base period become "benefit wages" and become a charge against the experience rating accounts of employer(s) for whom he worked during the base period.)

Under provisions of the new legislation, an adjustment is made in the state experience factor whenever the amount in the reserve fund as of June 30 of any year varies from the sum of \$450 million dollars. For every \$7 million or fraction thereof by which the amount in the fund drops below \$450 million, the state experience factor is increased by one per cent.

Here is the formula for arriving at the 1960 state experience factor. First, the unadjusted factor: The total benefits paid July 1, 1956 through June 30, 1959, divided by the total of all employer benefit wages for the same period:

$$\frac{\$410,249,094.19}{\$1,871,072,369.31} = 21.92\%$$

Under provision of the Act, the unadjusted factor was rounded off to the nearest multiple of one per cent — becoming then, 22 per cent. Because the act provides for adjustment points, the following additional computation was used. The amount in the reserve fund as of June 30, 1959 was approximately \$316,493,000 — or some \$133,507,000 less than \$450 million. This deficiency was divided by \$7 million — equalling 19.07 points, rounded off to 20 points.

Adding 20 adjustment points to the unadjusted factor of 22, the state experience factor for 1960 becomes 42 per cent. However, under the act, the factor for 1960 cannot exceed 40 per cent — thus, 40 per

cent becomes the 1960 State Experience Factor.

By using the table which accompanies this article, employers eligible for variable rates may determine their 1960 rates if they will first compute their own benefit wage ratios.

The employer's benefit wage ratio

is the total of his benefit wages for a specific period ending June 30, 1959 divided by his taxable wages for insured work for the same period — on which taxes were paid to the state on or before July 31, 1959.

The period varies with the number of years of an employer's lia-

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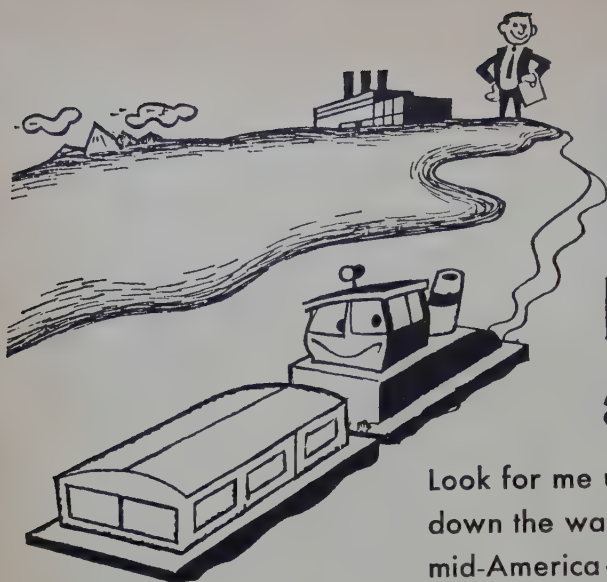
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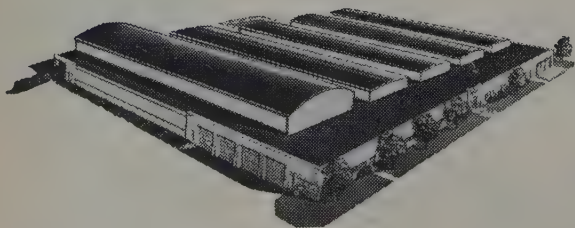
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### UNEMPLOYMENT COMPENSATION VARIABLE RATES OF TAXATION FOR 1960

1960

If Employer's Benefit Wage Ratio is:	variable rate is:
Zero to less than 0.375	0.1%
0.375 to less than 0.625	0.2%
0.625 to less than 0.875	0.3%
0.875 to less than 1.125	0.4%
1.125 to less than 1.375	0.5%
1.375 to less than 1.625	0.6%
1.625 to less than 1.875	0.7%
1.875 to less than 2.125	0.8%
2.125 to less than 2.375	0.9%
2.375 to less than 2.625	1.0%
2.625 to less than 2.875	1.1%
2.875 to less than 3.125	1.2%
3.125 to less than 3.375	1.3%
3.375 to less than 3.625	1.4%
3.625 to less than 3.875	1.5%
3.875 to less than 4.125	1.6%
4.125 to less than 4.375	1.7%
4.375 to less than 4.625	1.8%
4.625 to less than 4.875	1.9%
4.875 to less than 5.125	2.0%
5.125 to less than 5.375	2.1%
5.375 to less than 5.625	2.2%
5.625 to less than 5.875	2.3%
5.875 to less than 6.125	2.4%
6.125 to less than 6.375	2.5%
6.375 to less than 6.625	2.6%
6.625 to less than 6.875	2.7%
6.875 to less than 7.125	2.8%
7.125 to less than 7.375	2.9%
7.375 to less than 7.625	3.0%
7.625 to less than 7.875	3.1%
7.875 to less than 8.125	3.2%
8.125 to less than 8.375	3.3%
8.375 to less than 8.625	3.4%
8.625 to less than 8.875	3.5%
8.875 to less than 9.125	3.6%
9.125 to less than 9.375	3.7%
9.375 to less than 9.625	3.8%
9.625 to less than 9.875	3.9%
9.875 and over	4.0%

No employer's rate is to  
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the first \$20,000 of the wages  
for insured work paid by him  
during any calendar quarter.

bility for payment of contributions.  
For an employer who has incurred  
liability within each of the three  
calendar years immediately preced-  
ing 1960, the period is July 1, 1958  
through June 30, 1959, for an em-  
ployer who has incurred liability  
within each of the four calendar  
years immediately preceding 1960,  
the period is July 1, 1957 through

(Continued on page 48)



# Transportation and Traffic



THE Interstate Commerce Commission has approved the applications of six additional railroads for authority to serve the Port of Chicago at Lake Calumet. The port is presently served exclusively by the Chicago, Rock Island and Pacific Railroad. The Chicago Association of Commerce and Industry intervened in support of the applicants, the Illinois Central; Pennsylvania; Chicago, South Shore and South Bend; Belt; New York Central; and Indiana Harbor Belt Railroads. Approval of the applications, the commission said, "would result in greater rail competition, better service, greater car supply, and lower rates for the industries on Port District property at Lake Calumet Harbor. Direct service to the port by the applicants would place them on a par with the Rock Island in so far as solicitation of originated grain traffic for export is concerned, and the applicants would retain control of their freight equipment made empty at the port so that such equipment could be returned in fast shuttle service to country elevators without loss of time required by interchange." The commission noted that "the time has come when additional rail service at the port is required for the future development of the industries now or hereafter to be located there. Better service to shippers and receivers of freight through the elimination of delays, by providing single-line hauls, or more direct hauls, is clearly in the public interest. It would be a detriment and hindrance to the full and complete development of Lake Calumet Harbor if it were limited to the service of a single trunkline railroad when so many adjacent railroads are available and anxious to serve the port." Continuing, the report said: "The volume of traffic moving through the Lake Calumet Harbor

facilities is steadily increasing, and the operators of such facilities, as well as the Port District, anticipate the traffic volume will multiply many times within the next few years because of the strategic location of the port and the added flow of import-export traffic generated by the opening of the St. Lawrence Seaway." The commission's order requires that the new track construction be commenced on or before June 30, 1960 and be completed on or before June 30, 1961.

• **I.C.C. Approves Charge on Order Bill of Lading Shipments:** The Interstate Commerce Commission has reversed the recommendation of its examiner and found just and reasonable a proposed charge of \$3.00 per shipment on all railroad shipments moving under less-than-carload or any-quantity rates or ratings. The report and order was issued in I. & S. Docket No. 6929, Terminal Charges on Order Bill of Lading Shipments. "The evidence leaves us with no doubt that the average shipment moving under an order-notify bill of lading is of substantially greater value, and requires more expensive physical and clerical handling, than the average shipment moving under a straight bill," the commission said. "While the precise difference in the costs of these service is not of record, there are sufficient points of similarity in the type and amount of service to the shipper between order-notify service and C.O.D. service, both of which insure payment to the shipper for his goods, to justify the charge sought. It would appear that a shipper could choose between these two services so as to avoid any increases, and by using the proposed charge as a maximum on shipments where C.O.D. charges would exceed \$3.00, reductions could result," the commission added.

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The proceeding has been ordered discontinued. Examiner A. L. Corbin, in his proposed report in the proceeding released last June, found that the carriers were put to some extra expense in the handling of shipments moving under order bills in comparison with those moving under straight bills, but said that they failed to furnish proof that a proposed charge of \$3.00 per shipment moving under order bills of lading was just and reasonable.

• **I.C.C. to Reconsider Decision** in Carrier Liability Limitation Cases: The Interstate Commerce Commission has granted the petitions of railroads and motor carriers for reconsideration of its order in Ex Parte MC-49, Released Rate Rules—National Motor Freight Classification, and Ex Parte No. 197, Consolidated Freight Classification and Uniform Freight Classification. In the Ex Parte 197 proceeding the railroads proposed to limit their liability to \$3.00 per pound, subject to a maximum of \$200,000 per shipment. The motor carriers, in the Ex Parte MC-49 case, sought authority to restrict their liability to \$3.00 per pound or \$150.00 per package, whichever was greater, subject to a maximum of \$100,000 per shipment. In both proposals, excess value would be charged for at the rate of 10 cents for each \$100.00 or fraction thereof. In its report and order handed down last May, the Commission found that it did not have authority under Section 20 (11) of the Interstate Commerce Act to enter a general released rates order and dismissed the applications.

## 100 Chicago Industries

*(Continued from page 16)*

to improved water transportation. Chicago is a great and prosperous industrial center. It was prospering before improvement of the Seaway and Waterway were even projected and industrial growth is the natural order of things in Chicago. A continuation of this growth in diverse fields, therefore, inevitably will place a large number of industries in this category.

So categorized are these: Automotive Equipment and Parts, Metal Furniture, Millwork, Fabricated Wood Products, Wood Partitions, Shelving and other Office and Store Fixtures, Beverages, Fabricated

Structural Metal Products, Plastic Materials, Electrical Equipment for Engines, Gypsum and Concrete Products, Electrical Appliances, Blast Furnaces, Steel and Rolling Mills, Drugs and Medicines, Petroleum Refining, Canning and Freezing of Foods, Tin Cans, Radio and Television, Telephone and Communication Equipment, Pumps and Compressors, Electrical and Other Industrial Machinery, Refrigeration Equipment, Heating Equipment, Toys and Sporting Goods, Plumbing Supplies, Bakeries, Iron and Steel Foundries, Plastic Products, Electrical Controls, Printing and Publishing, Electrical and Electronic Tubes, Machine Tools, Metal Coating and Engraving.

The next growth prospect group to be examined includes these industries which seem likely to remain stable: Agricultural Machinery and Tractors, Boiler Shop Products, Locomotives, Railroad Cars, Cement, Glass Products from Purchased Glass, Soaps and Cleansers, Grain Milling, Paints, Varnishes, Lacquers, Engines and Turbines, Elevators and Conveyors, Watches and Clocks, Commercial Machinery and Equipment, Office Supplies, Scientific Instruments, Medical and Dental Instruments, Optical Instruments and Photographic Supplies, Primary Glass Products, Confectionery.

In any industrial center, it is probably inevitable that some industries must decline in importance, as a result either of changes in the industrial cost structure of the area or from local manifestations of national trends. In the case of industries expected to decline in the Chicago Area with or without improved water transportation, it is primarily the second situation which is responsible. These are the industries which probably will suffer decline: Wood Furniture, Textile House Furnishing Materials, Spinning, Weaving and Dyeing of Cloth, Special and Fabricated Textiles, Lighting Fixtures, Apparel, Footwear, Aircraft and Parts.

Nationally, the large-scale production of wood furniture has been steadily migrating to the southeast for decades because of availability of low-cost labor and wood supplies. In most of the industries expected to decline in Chicago, the city is only experiencing the local impact of larger national trends. In cer-





B. R. Dew confers with B. B. Irwin, Chief Dispatcher at Rock Island, Ill.

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mediately wires or phones the appropriate traffic representative. He in turn informs the shipper or consignee without delay. Usually the car is repaired and back in service within 24 hours, and the interested parties are again notified so they know the exact status of the shipment at all times."

Personalized service—this, we believe, is what makes friends for the Rock Island. We may slip occasionally. But only occasionally. The important thing is that Rock Island people *do* take a personal interest in your shipments. Our job is to keep shippers happy, and if we're not doing it, we want to hear about it.

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tain others, the decline is merely a continuation of an already long-established trend. None of the anticipated declines reflect any basic shift in industrial locational patterns to Chicago's disfavor.

Industries in the group which seem particularly vulnerable to competition from similar domestic or Foreign goods brought into Chicago along one or both of the improved routes of water transportation and as a result may decline are these: Pottery and Related Products, Paving and Roofing Materials, Fabricated Wire Products, Generators and Motors, Hardware, Cutlery, Hand Tools. All industries in this group (except paving and roofing materials) are types in which labor cost makes up a high proportion of total cost. Competition for these industries is expected to come largely from non-metropolitan areas in the United States or from foreign areas where labor costs are significantly lower. Competition is likely to be intensified in the pottery and the paving and roofing materials industries because these are particularly sensitive to transportation costs and, therefore, will achieve the greatest savings through the increased availability of low-cost water transportation.

On the other hand, there is a group of industries in Chicago in which a trend to decline may be arrested by improved water transportation. These are: Wood Containers, Tanning and Finishing of Leather, Animal Fats and Oils, Meat Packing, Special Industry Machinery. The trend to decline in most cases reflects a change either in raw material sources or in location of the market, which have taken place as a result of broad national trends of resource use, industrial development and population movement. For the industries in this group, it is believed that improved water transportation may reverse the factors which were causing them to decline in the Chicago area.

Finally, there is the large and happy growth prospect group containing those industries in which a trend to growth seems likely to be accelerated by improved water transportation: Paperboard Boxes and Containers, Rubber and Rubber Products, Structural and Heat-resistant Clay Products, Abrasives, Asbestos, Treated Minerals and Earths, Inorganic Chemicals, Organic Chem-

icals (including Petrochemicals), Paper and Paperboard, Fertilizer, Non-ferrous Metal Rolling and Drawing, Vegetable Oils, Construction, Mining and Oil Machinery, Metal Stampings, Iron and Steel Forging, Non-ferrous Metal Foundries, Metal-working Machinery, Ferro-Alloys, Food Processing Industries, Ship Repairing, Secondary Smelting and Refining of Non-ferrous Metals.

Industries in this group are already well developed in the Chicago Area and their growth prospects seem good as a result of the normal growth and development anticipated for the whole economic complex. It is in many cases difficult to determine which improved water route will be more important in the further stimulation of growth, for raw materials may readily enter the Area from either the Seaway or the Inland Waterway system.

Among other major conclusions reached are these: Most economic changes in Chicago in the near future will follow the lines indicated by the established trends of past growth. By 1919, essentially Chicago's present pattern of industrial organization and importance had been established. The World War II and postwar periods have brought increasing emphasis on metals and machinery manufacture, and a significant relative decline in the importance of food processing, furniture and apparel.

For the past 30 years, total industrial employment growth in the Area has kept pace with national rates of expansion; in 1957 as in 1920, the Chicago Area contained over 6 per cent of the nation's manufacturing employment. Contemporary Chicago displays a strong industrial specialization supported by a wide range of smaller diversified activities. Four industrial groups contain more than one-half of the manufacturing employment of the Area, but elements of all 20 major groups are represented.

On the basis of employment, non-manufacturing activities dominate the economic structure of Chicago and will grow even more dominant by 1965. Non-manufacturing employment will grow at a rate more than twice as fast as that of manufacturing.

By 1965 Chicago's manufacturing structure will show an even greater emphasis on producers goods and durable goods production. Present



employment growth trends will expand the industrial labor force by 6 per cent between 1957 and 1965 with numerical increases unevenly distributed between industry groups. Present employment growth trends in non-manufacturing activities will expand the service industries' labor force by 13 per cent, with numerical increases unevenly distributed between non-manufacturing activity groups. Present employment growth trends in the Waterway-associated area will expand the industrial labor force there by 10 per cent between 1957 and 1965.

The improved Seaway will, by 1965, add the capacity to move an absolute maximum of just over 6 million additional tons of industrially significant materials and products into and out of the Chicago Area. About one-third of all Chicago's new tonnage will be general cargo. This would represent an increase of 600 per cent over the 1957 overseas general cargo of the Port.

Existing Chicago industries vary widely in the critical cost items which affect their successful operation. The ability of the Chicago Area to satisfy the major location requirements of present industries is summarized in a series of seven Industrial Cost Patterns in the study.

The improved St. Lawrence Seaway will improve the industrial attractiveness of the Chicago Area, create new patterns of market possibilities, and give rise to a new transportation-cost structure.

All in all, the study forecasts good news for most people of Chicago—and particularly for those who will decide to use to the greatest extent possible the opportunities revealed.

"The St. Lawrence Seaway—Its Impact By 1965 upon Industry of Metropolitan Chicago and Illinois Waterway-Associated Areas" is available through the Industrial Development Division of the Chicago Association of Commerce and Industry at \$5 per copy. Volume II of the study will be released at the same price after the first of next year. If ordered now, both volumes may be purchased at the special pre-publication price of \$7.50, with Volume II to be delivered in January. The first volume is liberally illustrated throughout its 140 pages with charts, graphs and tables supporting findings of the study.



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"The St. Lawrence Seaway, Its Impact Upon Industry of Metropolitan Chicago," study sponsored by the Association, the State of Illinois and the University of Illinois is revealed at the Association's Second Annual Plant Location Conference. Studying a copy of the report are: (l to r) seated, Governor William G. Stratton and Thomas H. Coulter, Association Chief Executive Officer; standing, Charles F. Willson, Director, Industrial Development Division; Richard Nowinson, Chairman, Advisory Board, State of Illinois Industrial Planning and Development Division and Dr. Joseph A. Russell, head of the U. of I. Department of Geography under whose direction the study was conducted, with the assistance of Associate Geography Professors Drs. Jerome D. Fellmann and Howard G. Roepke

Following dedication ceremonies of the new Judge Walker Butler Lock at Lake Calumet, Judge Butler (center, holding model of early sailing ship) was honored at a reception aboard the M.S. Prins Willem Van Oranje. With him are (l to r) Arthur H. Schwietert, Director of the Association's Transportation Division, W. B. Miller, chairman, the Association's Great Lakes and St. Lawrence Seaway Section, partner in the law firm of Lord, Bissell & Brook and Robert L. Bean, Director of the World Trade Division of the Association



Leslie H. Dreyer (r), Vice President of the Association's World Trade Division, Vice President of the Foreign Banking Department of the First National Bank of Chicago, welcomes Count Kield Gustav Knuth-Winterfeldt to Chicago. The Count, Denmark's Ambassador to the United States, spoke at a luncheon meeting in Association headquarters. He came to Chicago to become better acquainted with trade opportunities in the midwest



## PHOTOGRAPHED

*in action!*



Paul W. Goodrich, President of the Association, President of the Chicago Title and Trust Company (l), Ray A. Sapp, Vice Chairman of the Association's Fire Prevention Committee (center), and John J. Ahern, Director of Security, General Motors Corporation, Detroit (r) were at the annual Fire Prevention Luncheon in Sherman Hotel, October 1. Ahern was featured speaker and Sapp served as Presiding Chairman



Lt. James Kehoe of the Chicago Fire Department (l) and Detective Ronald Nash, Chicago Police Department, receive trophies from the Association, presented by Elmer F. Reske, Chairman of the Association's Fire Prevention Committee. The awards were made during Heroes Day Ceremonies in City Council Chambers, October 8. Lt. Kehoe and Detective Nash were named as the outstanding Fire and Police heroes of 1958 by the Civil Service Commission

Clarence B. Randall, Economic Advisor to the President, former Chairman of Inland Steel Company, autographs his new book "The Communist Challenge to American Business" for Thomas H. Coulter (r), Association Chief Executive Officer. Looking on are (l to r) James H. McBurney, Dean of the School of Speech, Northwestern University, and Herman Dunlap Smith, President, Marsh & McLennan. The men were participants in the Northwestern University Reviewing Stand program, Nov. 15 on WGN





## Make Charitable Contributions Count

WITH the arrival of Fall and Winter, Chicago businesses receive increasing numbers of requests for money, material or sponsorship. According to the Association's Subscriptions Investigating Committee, this seasonal increase will continue until a peak is reached during the Christmas holidays.

Such well-established and worthy organizations as CARE and the Chicago Heart Association are now accepting small contributions and printing Christmas greeting cards for the donors. Businesses wishing to support such organizations should consider making donations now, the committee advises.

Following is a partial list of organizations currently active in soliciting contributions from Chicago business. Many of these in the opinion of the committee are excellent, but others are weak or of dubious merit. The committee suggests that businessmen may save time and money by calling the Association's Subscriptions Investigating Department at FRanklin 2-7700 for factual information on which to base decisions about which organizations to support.

Current solicitations are being made by: African-American Students Foundation, American Brotherhood of Railroad Employes, Blind Service Association, Business Opportunities for the Blind, Chicago Fire Fighter, Chicago Police Digest, Chicago Police Journal, Child, Inc., Christian Anti-Communism Crusade, Civil Service News, Eastern Paralyzed Veterans Association, Holy Family Hospital Building Fund, Illinois Association of County Officials, Illinois Police Association's "Official Publication," Illinois State Employee, Illinois State Inspector, International Association for the Welfare of Cripples.

Also, Labor Union Newspaper, Muscular Dystrophy Association of America, National Epilepsy League, National Kidney Disease Foundation, Necktie Workers Organization, Neighborhood Boxing Club Foundation, Saint Leonard's House, Salute to the Marines, State Labor News, Suburban Police Association, Trade Union Courier, Union Labor Digest and USO Club of Chicago.

## Board Actions

Among actions taken by the Board of Directors of the Association were the following:

A committee to nominate Officers and Directors to be voted upon at the Association's Annual Meeting was named with Joseph L. Block as Chairman, John W. Evers, Eskil I. Bjork, E. E. Hargrave and Joseph E. Magnus as members.

Memorial resolutions were adopted in tribute to the late Leverett S. Lyon, Association Chief Officer 1939-1953 and the late George W. Rossetter, Association President 1932 and 1933.

### Route Case

The Board approved a recommendation of the Aviation Committee that the Association intervene in the Trans-Pacific Route Case now before the Civil Aeronautics Board because the case includes consideration of Chicago as a coterminal for direct service to the Orient over the Great Circle Route via Alaska and that the Association take the following position in the case:

1. That Chicago be established as an originating and terminating port for international flights and particularly flights via the Great Circle Route to the Orient.

2. That Chicago should have direct one-plane service to the Orient via the Great Circle Route.

3. That the Great Circle Route between Chicago and the Orient should have the benefit of competitive service by United States carriers when such service is feasible.

The Board also approved publication by the Research and Statistics Division of a supplement to 1957's "Chicagoland Retail Market" which would incorporate the latest tabulated data of the Bureau of the Census. The first volume has been of great value to the Metropolitan Area's retailers, the Board said, in giving approval to publication of the supplement and solicitation of required funds from member companies interested in the Area's retail trade.

## Fire Safety Urged During Holidays

The Association's Fire Prevention Committee urges the business community to take an early and active lead this year in protecting lives and property from fire hazards of the Christmas Season.

1. Give special attention to smoking regulations.

2. Avoid obstruction of exits by Christmas trees and/or heavy stocks of merchandise.

3. Avoid accumulation of inflammable materials; keep such accumulations away from heating units and areas where a carelessly tossed cigarette or match could ignite them.

4. Exert special care to keep Christmas trees in water and on display only until signs of drying appear.

5. Check on availability and readiness of extinguishers, hoses and other emergency equipment.

6. Conduct special inspection tours; give instructions to employees to maintain fire-safe premises.

7. Have all personnel write the number of the Fire Department next to their telephones—and to use it whenever any fire, no matter how small, strikes. In Chicago, the number is FIRE 7-1313.

## Commerce Wins Award

COMMERCE Chicagoland Voice of Business, official publication of The Chicago Association of Commerce and Industry, has been adjudged to have the best non-photographic cover among the nation's commerce publications.

The award was made by the American Association of Commerce Publications. Seven members of the Journalism Faculty of Iowa State College, Ames, Iowa served as judges for the competition.

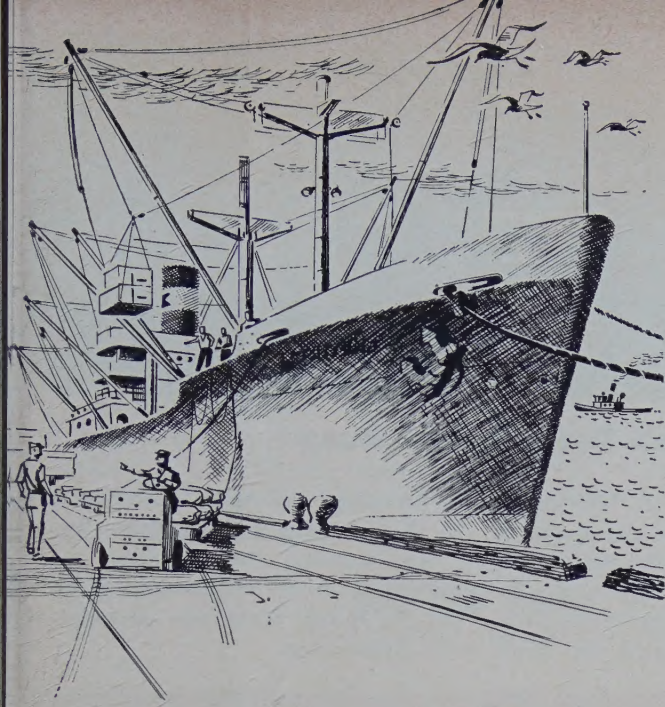
Covers of COMMERCE are designed by Ray Dolan, staff artist for the magazine.



# World Trade Dilemma

By THOMAS H. COULTER

The monetary, fiscal and economic positions of many of our allies have shown revolutionary improvement. Accomplishment of this goal, for which the United States has worked since the end of World War II, has been dramatically reflected in changing world trade and balance of international payment patterns in 1959. Thomas H. Coulter, chief executive officer of the Association, has just returned from a trip through Western Europe, Czechoslovakia and Poland, where he conferred extensively with government and business leaders. The following article highlights his observations. — Ed.



JUST ten years ago America initiated the Marshall Plan to rebuild the war-ravaged and starving countries of Europe. The Plan had three principal objectives: First, humanitarian . . . second, economic . . . and third, political. The success of the plan in so short a period of time is miraculous.

Today Western Europe is enjoying its greatest prosperity and the emergence of the Common Market and the Free Trade area promises a rise in its standard of living that will exceed America's gain in the next two decades. Production in almost all the nations of free Europe is at an all-time high and, with the exception of Italy, unemployment is practically nil.

## New Competition

The rapid march of Communism through Europe immediately after the war has been stopped in its tracks by the fabulous prosperity created through free enterprise. All the nations of Western Europe have become tough competitors in world markets, and now most have stable currencies, free convertibility, and the largest gold reserves in history.

In 1958, Britain had its first favorable trade balance with the U. S. A. in over a century. Recently, Britain even prepaid a \$250 million loan . . . years ahead of due date. What is true of Western Europe is also true for Japan.

Thirteen years and \$66.9 billion

of economic and military aid later Uncle Sam has proven to be the greatest humanitarian in history, and has so successfully restored the economies of the war-torn nations of the free world that, today, the economic security of the U. S. A. is being challenged by these same nations.

For the past two years Uncle Sam has had to export gold to meet his international balance of payments. In 1959, exports will just about balance imports through normal trade channels and overall we will have a deficit in our international balance of payments of some \$4 billion. This deficit will be due largely to our economic and military aid programs.

Inflation in the U. S. A. has priced American products out of many world markets and at the same time helped open the door for foreign products in our own markets. With new factories, high quality, improved productivity, and low labor costs, foreign manufacturers in many lines of business have proved more than a match for American productive genius.

In industries like automotive and steel, where America had tremendous dominance ten years ago, we now find ourselves importing more than we are exporting. Competition has become so serious in some industries, electronics for example, that "Buy America" slogans are now reappearing for the first time since the depression days of the early thirties.

Because "misery loves company," the present world trade dilemma is developing some strange bedfellows. Some labor unions, which for the most part supported liberal trade policies, are now doing an about-face and supporting measures to protect their high wages.

## Economic Eggs Hatch

While the Marshall Plan has saved Europe from Communism and other aid programs to the rest of the world have kept many other nations friendly to the cause of freedom and peace of the West, the economic eggs we have laid around the world have now hatched and are coming home to roost.

On top of all this competition from our "friendly" competitors, Mr. Khrushchev threatens to "bury us economically" as Russia and her industrialized satellites make fabulous strides in research and productivity in heavy industry. While the Chinese Dragon lost its teeth trying to bite off its first five-year plan, it is rapidly growing a new set that looks sharp enough to worry even Mr. Khrushchev.

How do we meet this "world trade dilemma," when we no longer overwhelmingly dominate in production, low costs, or even research as we have traditionally in the past? How do we continue to keep the 4.5 million people employed in the U. S. A. who depend on exports? If we do

(Continued on page 47)





## Windows of Association Tell The Chicago Story

Telling the Chicago story to thousands of passersby at the Northeast corner of Monroe and Dearborn street are displays in the windows of the Chicago Association of Commerce and Industry.

Member firms of the Association are cordially invited to make use of these windows, as has the Automatic Electric Company as shown in the photo above. Here, Automatic Electric has graphically told the story

of the telephone equipment industry in the Chicago Metropolitan Area.

Applications for window space may be made by telephoning or writing the Public Relations Division of the Association.

## Calendar of Association Events

Nov. 19, 26 Illinois Committee Luncheon Meeting:

Dec. 3, 10 Melvin Kurtz, Chairman.

Nov. 19 Practical Politics Workshop IV; Robert W. Murphy, Chairman,

Dec. 3, 10 Governmental Affairs Council. Discussion Leader: Dr. J. H. Bindley, Professor of Political Science, Knox College.

Nov. 19 Junior Association Coordinating Committee Luncheon Meeting. Edw. C. Dahlin, Host.

Nov. 23 Chicago World Trade Conference Advisory Committee Meeting.

Dec. 2 World Trade Committee Meeting; Leslie H. Dreyer, Chairman. Guest Speaker, Eric Wyndham-White, Executive Secretary, General Agreement on Tariffs and Trade (GATT), Geneva, Switzerland.

Dec. 3 Industrial Traffic Council Meeting; General Chairman, Tom C. Hope.

Dec. 3 Spanish Marketing Research Team.

Dec. 7 Second Annual Canadian-American Trade and Industry Conference. Stanley J. Roush, Chairman. Theme: "Outlook and Problems for the U. S. and Canada in the Face of Overseas Competition, and How to Meet Such Competition at Home and Abroad." Luncheon speaker: R. Douglas Stuart, Chairman, The Quaker Oats Company, former U. S. Ambassador to Canada.

Dec. 11 Board of Directors Luncheon Meeting; Paul W. Goodrich, Chairman.

Dec. 14 Aviation Committee Luncheon Meeting.

Association Conference Room  
12:15 P.M.

Association Conference Room  
3:30 P.M.

Swedish Club  
12:15 P.M.

Association Conference Room  
12:15 P.M.

Association Conference Room  
12:15 P.M.

Traffic Club, Palmer House  
12:15 P.M.

9:30 A.M. — 12:00 Noon

Sherman Hotel  
Assembly and Crystal Rooms  
10:00 A.M. — 4:00 P.M.

Luncheon 12:15 P.M.  
Louis XVI Room

Association Conference Room  
12:00 Noon

Association Conference Room  
12:00 Noon

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (TITLE 39, UNITED STATES CODE, SECTION 233)

OF COMMERCE Magazine, published monthly at Barrington, Illinois, for October 1, 1959.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Chicago Association of Commerce and Industry, 30 W. Monroe St., Chicago, Illinois; Editor, Alan Sturdy, 30 W. Monroe St., Chicago, Illinois.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses

of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member, must be given.) The Owner: The Chicago Association of Commerce and Industry, 30 W. Monroe Street, Chicago, Ill.; President, Paul Goodrich, 30 W. Monroe Street, Chicago, Ill.; Executive Officer, Thomas Coulter, 30 W. Monroe St., Chicago, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are; (If there are none so state) None.

4. Paragraphs 2 and 3 include, in cases where

the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

(Signed) ALAN STURDY,  
Editor.

Sworn to and subscribed before me this 15th day of September, 1959.

(Seal) (Signed) WILLIAM E. CAVELL  
(My commission expires October 6, 1962.)



## 2nd Canadian - American Conference December 7

The outlook and the problems of the United States and Canada in the face of increasing overseas competition will be discussed at the Second Annual Canadian-American Trade and Industry Conference. The Conference, sponsored by the Association, will be held Monday, December 7 in Hotel Sherman, according to Stanley J. Roush, Chairman of the Association's Canadian-American Trade and Industry Committee.

The two-way trade between Chicago and the Middle West and Canada is greater than that between Canada and any other part of this country, Roush, Group Vice President of Borg Warner Corporation, said. The Chicago Metropolitan Area also contains the headquarters of more firms with Canadian affiliates than any other section of the United States, he also pointed out.

### World Trade Dilemma

(Continued from page 45)

not solve this dilemma how will we develop the foreign exchange to buy all of the many critical raw materials we must import? How will we face a threat of "export or stagnate" or even "export or die" as many of the rest of the nations of the world must do?

#### Exports — 5 Per Cent

We traditionally export less than five per cent of our gross national product, yet we have been the largest trading nation in the world. Japan and most of the Western European nations have to export from 20 per cent to 40 per cent of their G.N.P. to survive, because virtually all are dependent upon outside sources of supply not only for vital raw materials but for food. While our food supply far exceeds our needs, we are no longer self-sufficient in many essential raw materials.

Suddenly our trade comes into balance in terms of exports and imports, and we're concerned. Actually such a balance is ideal because it means that we have enough of foreign currencies to import what we need and foreign customers have dollars to buy from us. It also means greater prosperity for the entire world if all nations can balance their trade for the same reasons. And prosperity fosters peace.

The tremendous excess of exports over imports the U. S. A. has enjoyed for many years has been referred to as a "favorable" balance of trade of so many billions per year. Actually it has been an "unfavorable" balance of trade because the dollar-short na-

tions of the world couldn't pay for what they had bought except with dollars obtained from our various aid programs. But they can now, and this is our challenge . . . especially Chicago's challenge because we are the focus of the major originating area of exports from the U.S.A. Chicago industry, the leader of the nation, must also lead in developing new markets overseas. The American label on many products still represents the best in the eyes of the world, but not enough of these labels are being displayed in the marketplaces of the world.

#### Explore Tariffs

While the politicians are reappraising the whole international tariff picture, including discriminations many of our allies enforce against American goods, and juggling programs of economic aid to solve our international balance of payments, both business and union leadership needs to explore new ways to increase productivity, hold down prices and increase exports abroad and employment at home . . . or the American Dream may turn out to be a nightmare of unemployment, and governmental control of prices, wages and production . . . which nobody wants. If this happens in peacetime, freedom of enterprise and the need for unions will be threatened. This is a new challenge to American industry and labor . . . probably the greatest challenge in this generation . . . how to meet the "world trade dilemma" and preserve freedom.

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**Unemployment Taxes**

(Continued from page 36)

June 30, 1959 and for an employer who has incurred liability within each of the five calendar years immediately preceding 1960, the period is July 1, 1956 through June 30, 1959.

Employers can compute their benefit wage ratio for 1960 from the statements of benefit wages which the Division of Unemployment Compensation has sent them periodically, covering the applicable periods and from copies of contribution reports for such periods which they have sent to the Division.

Fortunately, during the recession the Illinois reserve fund was in such condition that it was not necessary for the State to borrow money from the Federal Government. Now that "extended benefits" are a part of the law, it is more important than ever that all Illinois employers help to conserve the fund so that monies will be available should there be a similar recession. With a good unemployment compensation cost control program, each employer not only will be able to keep his tax rate low, but at the same time will help to conserve the fund to be used at a time when the unemployed and the economy need it most.

**A PROGRAM FOR UNEMPLOYMENT COMPENSATION COST CONTROL**

1. Obtain copies of the "Illinois Unemployment Compensation Act," including the most recent amendments, "Rules and Regulations for Administration of the Illinois Unemployment Compensation Act," and all Unemployment Compensation forms (usually referred to as "BEN'S") used by employers. All are obtainable from the Unemployment Compensation Division, Illinois State Department of Labor, Room 200, 165 North Canal Street, Chicago, Illinois.
2. Designate an executive to become thoroughly familiar with provisions of the Unemployment Compensation Act and to administer Unemployment Compensation cost control. It is important an executive schooled in this law be selected who can capably represent the company to discuss facts surrounding claims with local office deputies and appeal before a Referee and the Board of Review of the Compensation Division.
3. Establish procedures to:
  - a. Investigate each notice of claim for Unemployment benefits and file the required timely notices to indicate possible ineligibility for benefits.
  - b. Keep constantly informed as to a claimant's eligibility or ineligibility for benefits.
  - c. File timely appeals to Referees.
  - d. File timely appeals to the Board of Review.
- e. Appear before Referees and the Board of Review in disputed cases.
- f. File necessary forms at the proper time to obtain maximum credit for vacation pay when and if the plant is closed for the vacation period.
- g. File timely notices on proper forms in case of authorized or unauthorized strikes.
- h. Make offer of re-employment and file timely notices if offer is refused or ignored.
- i. File timely notices to obtain credit for separation pay.
- j. Audit "Statement of Benefit Wages" and make timely request for revision where applicable.
  1. Check "Benefit Year" against "Base Period."
  2. Check amount of Benefit Wages.
  3. Check for overlapping of benefit years.
  4. Check case history of each disputed claim for which charges are shown protesting errors of omission and commission in complete proceeding.
- k. Provide operating management with time table showing effect of short-term lay-offs and shut-downs on cost of Unemployment Compensation so that where possible, a time can be selected for lay-offs or shut-down which is least costly.